


THE Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

July • 1961

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT



You're insured...
but do you know
your responsibilities
in claim settlement?



CREATIVE RESEARCH • QUALITY PRODUCTS • PROFESSIONAL SERVICE



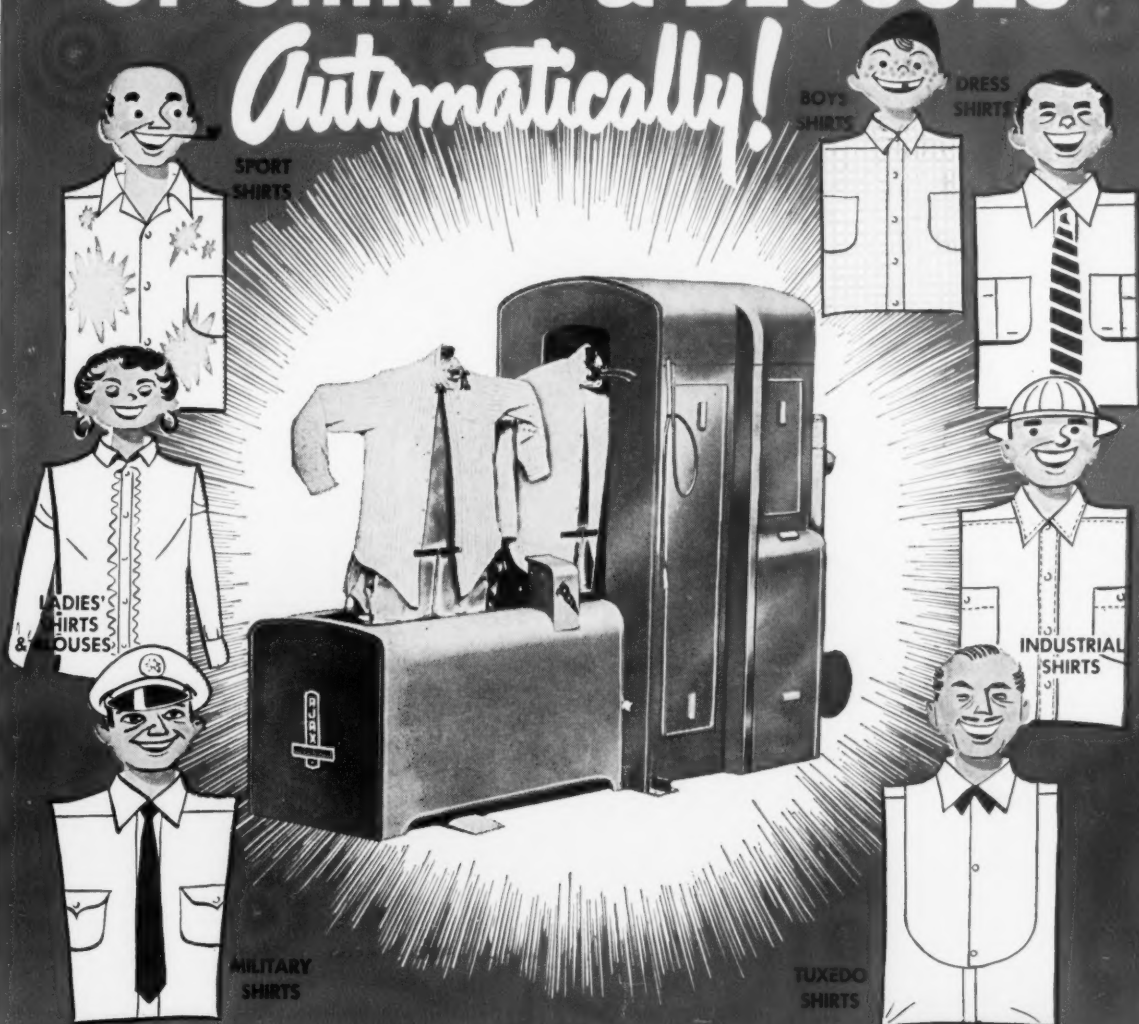
OFF THE CUFF AND OFF THE COLLAR

There's not a trace of dirt or stain left on collars and cuffs when you use Wyandotte's 7-2-7-7 shirt-washing formula. And it lets you rinse in cold water! This formula is an effective combination of APACHE[®], alkali detergent for heavy-duty soil and stain removal; HALOX[®], dry bleach that releases chlorine gradually to prolong linen life; SKORTEX[®], synthetic detergent; and RAYLENE[®], brightener-sour. Call your Wyandotte representative for a demonstration — learn the proper method of using these products under your own plant conditions. Above products available from authorized distributors.

Wyandotte Chemicals
J. B. FORD DIVISION

WYANDOTTE, MICHIGAN • LOS NIETOS, CALIFORNIA • ATLANTA, GEORGIA

and now AJAX...
 THE ONLY CABINET SHIRT UNIT THAT
**FINISHES ALL TYPES
 OF SHIRTS & BLOUSES**
Automatically!



Prove it to Yourself...

at absolutely no risk or obligation.
 Address your inquiries to AJAX,
 Box 449, Salt Lake City, Utah, or
 contact your nearest AJAX
 representative.

AJAX new versatility makes it possible to
 increase your profits through . . . FINER
 QUALITY — HIGHER PRODUCTION —
 LESS FLOOR SPACE — LOWER
 MAINTENANCE.

Since 1929 -- "The Leader in Design"

AJAX PRESSES

619 So. 5th West Salt Lake City, Utah



SAVE \$414 per truck IN THE FIRST YEAR! NEW FORD ECONOLINE VANS

Now, you can save \$312 to \$433 in price* alone on a Ford Econoline Van compared to the leading conventional half-ton panels. In addition, you can save over \$100 every 16,000 miles you drive!

These savings come with a man-size truck. The Econoline's cab-forward design with welded "body-frame" gives bridge-like strength and reduces dead weight to haul over ¾-ton. Only 14 feet overall, Ford Econolines are nimble in traffic, easy to park, need less garage space. Big 4-ft. door opening (both curbside and rear) and level cargo floor provide new loading ease . . . new load workability.

Special Note To Pickup Owners: Now, you can protect your loads from weather and theft with an Econoline Van . . . yet, pay less* than for most conventional ½-ton pickups. And you can get the same \$102 savings on operating expenses as shown at the right.

*Based on a comparison of latest available manufacturers' suggested retail prices



HERE'S HOW YOU SAVE

SAVINGS ON OPERATING EXPENSES EVERY YEAR!

GAS—Econoline trucks can give 30% better gas mileage than conventional ½-tonners. Figuring 16,000 miles per year at prevailing gas prices, you save.....

\$70

OIL—Crankcase capacity is only 3½ quarts instead of 5 quarts, and the recommended oil change interval is 4,000 miles versus 2,000 miles. In 16,000 miles you save.....

\$13

TIRES—Econoline tires last longer, cost less to replace. Prorated saving for 16,000 miles as high as \$53. Typical saving.....

\$16

LICENSE—In many states (not all) the license for an Econoline costs appreciably less—up to \$30.40 per year. Average for all states is.....

\$3

\$102

SAVING ON PRICE—You can save \$312 compared to even the lowest-priced popular ½-ton panel—and up to \$433 against others! Saving at least.....

\$312

TOTAL FIRST YEAR SAVINGS... \$414

and you keep saving

\$102 EVERY YEAR!



NO REAR ENGINE HUMP!

The Econoline's "up front" engine leaves a level, knee-high floor almost 9 ft. long. There's no awkward rear-engine-housing hump to shrink the back entrance or hinder loading. And the Econoline Van provides over 204 cu. ft. of loadspace . . . up to 80 cu. ft. more than conventional ½-ton panels.

FORD TRUCKS COST LESS

SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!



FORD DIVISION, *Ford Motor Company*,

READER'S GUIDE

THE LAUNDRY JOURNAL

VOL. 68, NO. 7

JULY, 1961

Founded in 1893 as Starchroom Laundry Journal



SALES MANAGEMENT: Richard Pearson, executive secretary of the Florida Institute of Laundering and Cleaning, offers suggestions on how to build over-the-counter sales 46



DISTRIBUTION: Henry Jennings tells how a driver training program can result in improving your fleet mileage 32

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Changes of address should reach us one month in advance.



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From the widest selection
of nylon nets
on the market

Gibraltar's BIG

ONLY GIBRALTAR NYLON NETS GIVE ALL THESE FEATURES!

- High-quality yarn and workmanship throughout
- All seams guaranteed never to open; sewn twice with bleach-resistant nylon thread
- Chrome-dyed colors: red, blue, green, gold, black, brown, violet, orange, white. Guaranteed never to fade or bleed
- All nets post-shrunk and heat-set.

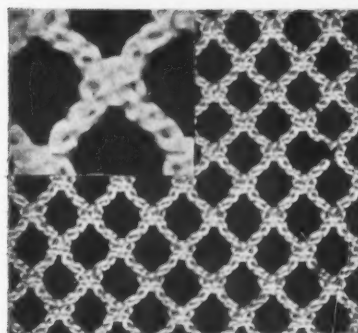
All Gibraltar nets are knitted, finished, dyed and sewn in our own plant

GIBRALTAR

FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

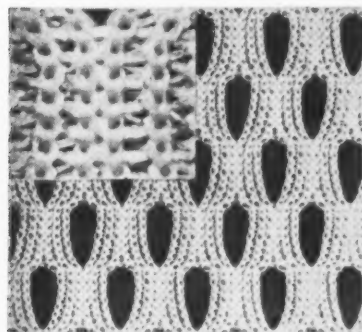
Gibraltar products are sold by leading distributors everywhere



GRANITE

it grows with the load

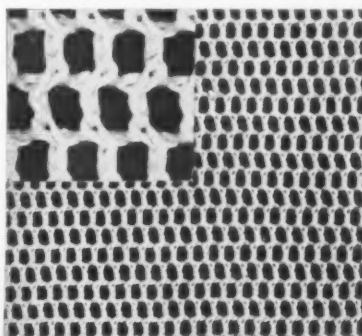
- five-bar construction
- 7½ lbs. per doz. 24x36 size
- 60% tire-cord nylon reinforced with 40% 260 denier
- open mesh
- lock knitted throughout
- white or solid colors



GOVERNOR

ultimate in bleach resistance

- three-bar body; five-bar top
- all 260 denier for bleach resistance
- open mesh
- lock knitted throughout
- white, solid colors, colored tops, colored stripes
- ideal for plants which overbleach nets



IRONSIDE

best in close-mesh nets

- two-bar, close-knit construction
- 6¼ lbs. per doz. 24x36 size
- run-resistant
- Granite top for fast, easy, permanent pinning

NOW YOU CAN ADD NEW COIN-OP DRYCLEANING



Whirlpool Corporation
Commercial Laundry & Drycleaning Equipment Div.
Department 155
Benton Harbor, Michigan

LJ-7-1

- ☐ Please send complete information on the new RCA WHIRLPOOL coin-operated drycleaner and coin-operated washers.
- ☐ Have representative call in person.

Name _____

Firm Name _____

Address _____

City _____ Zone _____

County _____ State _____



Famous 10-lb.
RCA WHIRLPOOL
washers designed espe-
cially for coin-op usage
deliver the high quality per-
formance housewives require . . .
the durability you require for profit
opportunity.

POPULAR SO EASILY

WITH THE NEW RCA WHIRLPOOL COIN-OPERATED DRYCLEANER

Now's the time for you to add coin-op drycleaning to your present operations as progressive operators from coast to coast are doing with outstanding success. With the new RCA WHIRLPOOL drycleaner, you can get into this business with profit opportunity almost as easily as if you were adding new laundry equipment to your present operations. Establish a new drycleaning-laundry center in the exact size suited to your location. With the RCA WHIRLPOOL drycleaner, you can buy any number of machines . . . one or ten or more. Each is completely self-contained and operates independently of any other. Installation is fast and economical.

THERE'S A COMPLETE COIN-OP PACKAGE AVAILABLE TO YOU

In addition to coin-op drycleaning, RCA WHIRLPOOL coin-operated washers are available to complete your coin-op installation. As part of the complete "package" you also receive business counseling, service training, financing, location assistance, promotional aid, and service arrangements. Here is a combination of a fine product plus deep business know-how that can help you succeed.



Commercial Laundry & Drycleaning Equipment Div.
Benton Harbor, Michigan

Regional Offices: Irvington, N.J.; Atlanta, Ga.; Dallas, Tex.;
Oak Park, Mich.; San Mateo, Calif.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

NEW "WASH-A-LOT" WASHER FOR COIN-OP INSTALLATIONS



This new extra large capacity washer can enlarge your profit opportunity, for it allows you to charge popular rates for extra capacity loads, yet your operating costs are less than that of a standard size washer.

Supreme in durability, dependability and quality, the new RCA WHIRLPOOL "Wash-A-Lot" washer incorporates many concepts in advanced washer design.

Filter-Stream[†] system uses less water

Operates with a moving stream of cleansing water that saturates clothes, penetrates through and through, yet does not require conventional water volume. Total wash and rinse cycle uses only 24 gallons of water, plus that absorbed by clothes.

[†]Tmk.

Minimum of service

The RCA WHIRLPOOL "Wash-A-Lot" washer is built to give years of trouble-free operation with minimum of service. From its simple, sturdy variable-speed belt drive to its rugged porcelain-enameled finish that resists rust and stains, it is designed for heavy-duty performance and long life.

Dimensions . . . Width, 33½"; Depth of cabinet, 26¼"; Height, 44". Available from Whirlpool Corporation, Benton Harbor, Michigan.



**BROADEN YOUR
VENDING VISION**

BIG SPENDER

Nickels, dimes, quarters — and now dollars! — add up to more than 2.5 billion dollars annually in vending. National Rejectors, as the major supplier of coin and currency handling mechanisms, is a vital factor in the explosive growth of this business. Perhaps YOU haven't looked into the profit potential of vending. NRI encourages you to broaden your vending vision.



NATIONAL REJECTORS, INC. • ST. LOUIS 15, MISSOURI

OFFICES IN PRINCIPAL CITIES

A Subsidiary of Universal Match Corporation

TIME SAVERS

Vu-Pax!

GIFT PACKAGE SHIRTS at NO EXTRA COST!

Display Quality Laundering
with Quality Packaging.

'Vu-Pax' SELLS Quality
Work and WINS New
Customers.



SIZE*	NO. OF SHIRTS PER PACKAGE	
	La-Down	Stand-Up
A	2	2
B	3	—
C	4	3
D	5	4
E	6	5
F	7	6
G	8	—

Heavy Duty Blue Board
Shell with Sparkling Trans-
parent Poly Bag Outer
Protective Covering.

*Available in up to 7 different
size packages to fit 2 to 8 shirts.
For both Stand-Up and La-Down
Collars. Specify 12" or 14"
Shirt Folds.



TIME SAVERS, INC. WALNUT ST., MONTCLAIR, N.J.

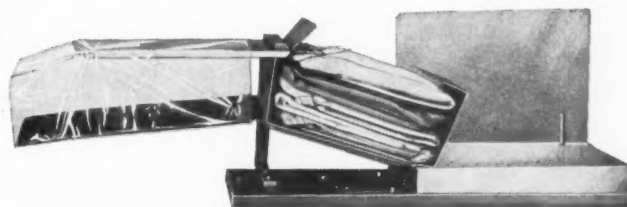
WRITE FOR FREE CATALOG AND SAMPLES

*Dynamic Sales Producing
Shirt Showmanship!*

NEW LOW COST
Counter Model (PF-1)

Pak-Faster

Produces 'Eye Catching' Shirt Package.
At the NEW LOW PRICE Every Cleaner
and Laundryman can afford.



Only **\$80⁰⁰***

*With initial order of 5M Vu-Pax

NEW products and literature

For further information or literature, write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



DRYCLEANING DETERGENT

Staticol, a double-strength detergent for use in perchlorethylene, is said to provide greater detergency with more efficient static control than any other detergent designed for perc. It is claimed that the detergent's compatibility with water eliminates streaks and swales when cleaning spray-spotted garments. The product is nonflammable, noncorrosive.

R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.



FLOOR CLEANING EQUIPMENT

A squeegee pick-up attachment for Clarke models 610 and 620 wet-dry vacuum cleaners is 28 inches wide (photo), has a 1½-inch-diameter flexible hose.

Two scrubbing-polishing machines, Model E-15 and Model E-18, have 15-inch and 18-inch-diameter brushes, and ¾ and 1 hp. motors respectively.

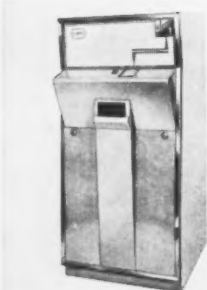
Clarke Floor Machine Company, 30 E. Clay Ave., Muskegon, Mich.



POSTER KITS

Westinghouse's summer poster kit for Laundromat-equipped stores consists of four colorful posters keyed to the season's activities—vacation, relaxation, and children's outdoor activities.

Ald, Inc., 7045 N. Western Ave., Chicago, Ill.



MONEY CHANGER

An automatic bill and currency changer has an electronic sensing device which scans and identifies one or five dollar bills, gives change and rejects counterfeits. Coins are changed in the conventional way.

Engineered by Designers for Industry, Inc., manufactured by National Rejectors, Inc., Div. of Universal Match Corporation, 400 Paul Ave., St. Louis 35, Mo.



MULTISTOP TRUCK ENGINES

Divco multistop delivery trucks are now available with factory-installed Perkins 4 and 6 cylinder diesel engines. The

diesels are said to have longer life, greater fuel economy.

Divco-Wayne Corporation, Divco Truck Division, 22000 Hoover Rd., Detroit 5, Mich.

SHIRT-FINISH LABELS

A series of pressure-sensitive labels identify the type of sleeve, starch and delivery necessary for shirts. They are available with the following imprints: short sleeve, dye, spot, rush, no starch, etc. Custom imprints can also be furnished.

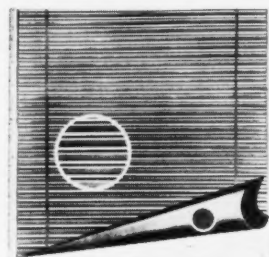
Carry-Pack Co., Ltd., 9525 Irving Park Rd., Schiller Park, Ill.



RUBBER MATTING

A new rubber runner floor matting applicable for laundries has wide beveled nontrip corrugations for dirt-removal qualities on one side, and on the reverse fine corrugations for comfort. Available in a variety of colors, in 36- and 38-inch widths, ¼ inch thick, lengths up to 60 feet.

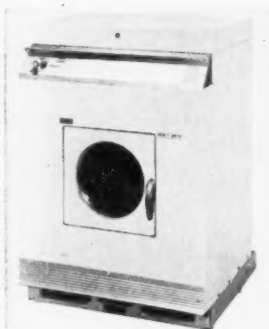
American Mat Corporation, 1836 Adams St., Toledo 2, Ohio.



NEW COIN-OP DRYCLEANER

The Cleanway, a 10-pound, fully automatic coin-op drycleaner, has a 26-inch-diameter tumbler basket, cycle time of 40 minutes, and a claimed 80 to 90 percent solvent recovery. It tumbles at 52 r.p.m., then steps up to 525 r.p.m. for fluid removal and predrying.

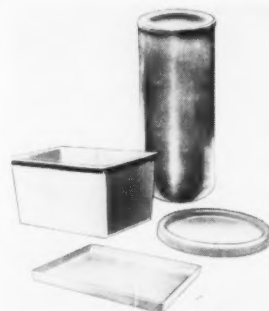
International Duplex Corporation, 1355 Market St., San Francisco 3, Calif.



FIBER-GLASS TANKS

A new line of fiber-glass tote boxes, trays and cylindrical tanks for liquids and solids is available in a variety of sizes and colors. They are said to be shatterproof, to resist caustic corrosion. Tanks come in 25- to 100-gallon sizes.

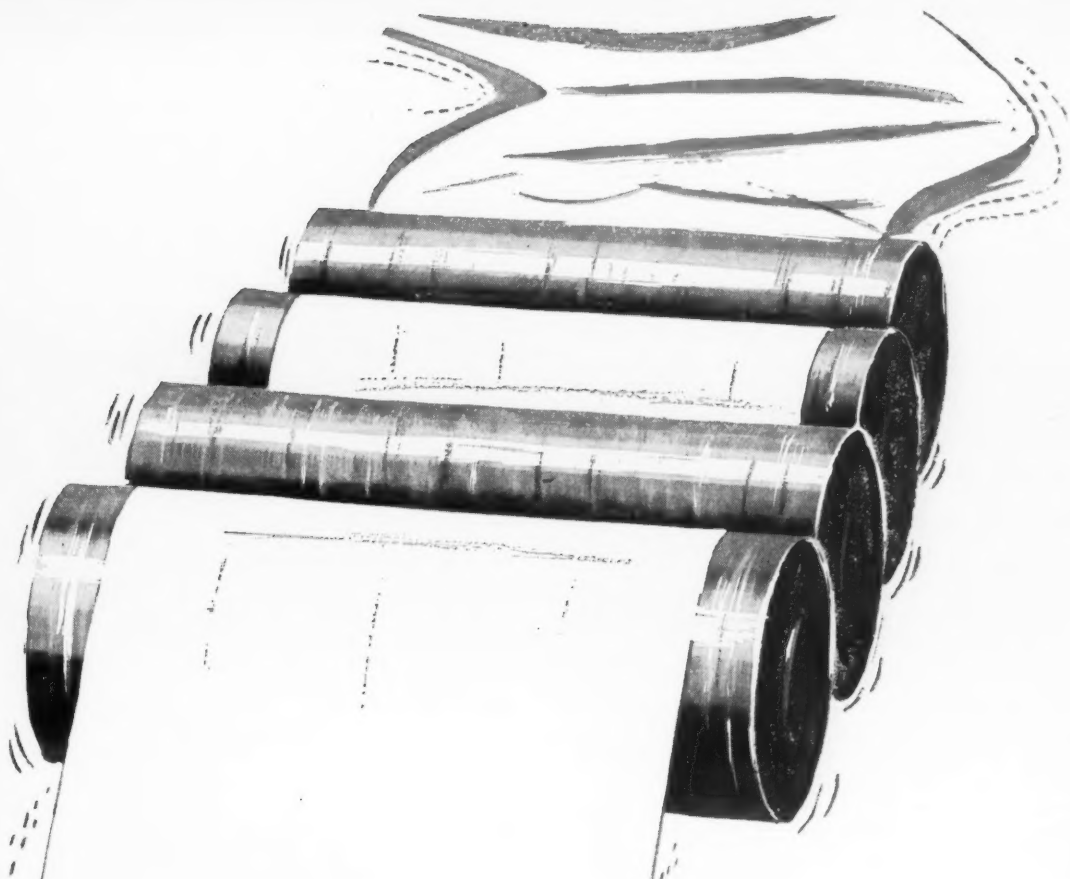
Apex Reinforced Fibre-Glass Division, Washington & Elm Sts., Cleveland 13, Ohio.



GALLON SIZE

A gallon container is now featured for the Buckeye line





A good finish for a tough problem

PROBLEM: How to win new customers and influence production profits.

SOLUTION: Use versatile CLINTON C & A STARCH.

With this all-purpose sizing agent, you need no expensive additives. Simply vary the concentration to give praise-winning smoothness and crisp texture to all types of flatwork. For speedy production, C & A STARCH cooks in only 10 minutes after coming to a rolling boil. A special lubricant prevents build-up or sticking on ironer rolls. From fast start to fine finish, you and your customers both gain when you use CLINTON C & A STARCH.

Technical service
always available



CLINTON CORN PROCESSING COMPANY

CLINTON

CLINTON, IOWA

New products and literature

Continued from page 10

that includes Rain-dry, Wet spotter, Klor-lene, Water Soluble Size, TNT Dry Size and Neutral Lubricant. The cans have plastic pour spouts to eliminate dripping.

The Davies-Young Soap Co., 705 Albany St., Dayton, Ohio.

STORAGE WATER HEATER BULLETIN

Eight-page Bulletin No. 1234 on storage water heaters lists storage and heating capacities, dimensions, and material thicknesses for vertical and horizontal water heaters of plain steel, copper silicon, copper lined, and Pre-Krete lined.

The Patterson-Kelley Co., Inc., East Stroudsburg, Pa.

CARPET CLEANER

Newly improved Sprinkle-Kleen, a powder and solvent carpet cleaner for the home, is made with a clay-base said to minimize dusting. It is also said to facilitate post-cleaning removal of the clay base, to remove both water- and solvent-soluble soils.

Bigelow's Carpet Cleaning Institute, 140 Madison Ave., New York 16, N. Y.

SOLVENT FOLDER

A newly revised file-type folder entitled "Amsco Solvents" contains specifications, information and charts on solvent selection, distillation ranges and various solvent descriptions.

American Mineral Spirits Company, Murray Hill, N. J.; or 200 S. Michigan Ave., Chicago 4, Ill.

NEW MENDING MECHANISM

Singer's plain sewers, equipped with Trim-O-Matic devices made by Clinton Industries, are now being used by family and institutional laundries with, it is claimed, large labor savings. The Trim-O-Matic combines thread-trimming and automatic needle-positioning mechanisms.

Singer Sewing Machine Company, Industrial Products Division, 149 Broadway, New York 6, N. Y.

NEW VENDOR SIZE

A new 10-cent box of "all" detergent is designed to fit Du Grenier and other cigarette-type vending machines.

Lever Brothers Company, Industrial Detergents, Department 9/317, 390 Park Ave., New York, N. Y.

PRESS PADDING

Kitten Fur Press Padding, made of nylon, is said to provide longer wear. It is further claimed that at 350° this padding maintains very high performance and retains its color stability.

Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

STARCH DATA SHEET

Technical Data Sheet No. 128 describes Staley's Instant Laundry Starch. It is claimed that the starch disperses quickly; it can be used without cooking.

A. E. Staley Manufacturing Co., Decatur, Ill.

SWITCH FOLDER

A four-page folder, "Micro Switch Precision Switches for High Temperature Locations" (Form 84-449), includes designs for switches having a range of -321° to 1000°F.

Micro Switch, Freeport, Ill.

ROUTEMAN PROTECTION

Penguin, a 1½-ounce, 4-inch-long dispenser, fires an 8-foot blast of tear gas at an attacking dog or robber. Also offered is distress signaling device which shoots up 150 feet. Both come with replacement cartridges.

Penguin Associates, Inc., 380 Castlewood Dr., Devon 22, Pa.

COIN CONTROL

The 20-1 Coinco-trol Accumulator is self-contained, flush-mounted, can accumulate up to nine coins of any denomination. The acceptor can be easily changed to accept nickels, dimes or quarters. A removable lock-type cash box features over 52 cubic inches of coin storage.

Coin Acceptors, Inc., 1711 Hereford, St. Louis, Mo.

NEW GAS BURNERS

Custom Fan-Air burners are automatic motorized, mechanical-draft gas burners. They feature six burner sizes in 15 burner assembly variations, capacities to 35,000,000 B.t.u. Variations available permit burner selection to meet code requirements. Burners are of the inshot type.

Mettler Co., Inc., Division of Eclipse Fuel Engineering Co., Rockford, Ill.

MOBILE RADIO LINE

The transistorized Motrac low band (25-50mc) mobile radio line contains a device which is said to eliminate interference from the radio-equipped vehicle and other vehicles in the vicinity, making it especially useful in heavy traffic areas.

Motorola, Inc., Communications Division, 4501 W. Augusta Blvd., Chicago 51, Ill.

NEW 40-POUND UNIT

The CO-40 Prosper Kleen 40-pound synthetic cleaning unit features separate recovery, an extra-large filter and an oversized subfilter with ample capacity to receive filter sludge. The complete cycle is automatically timed.

The Prosperity Company, Division of Ward Industries, 701 Nichols Ave., Syracuse 1, N. Y.

FLATWORK FOLDER

A new automatic flatwork dryer is a single-lane type machine designed for folding large pieces of flatwork such as sheets, bedspreads and table linens. It will quarter-fold, half-fold or bypass finished flatwork, and is said to eliminate two workers on most installations.

Chicago Dryer Company, 2210 N. Pulaski Rd., Chicago 39, Ill.

BOILER GUARANTEE

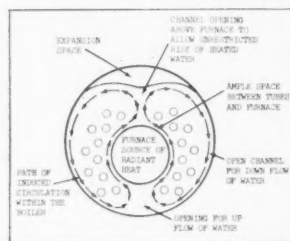
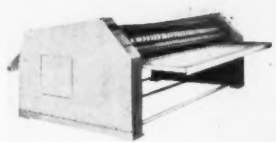
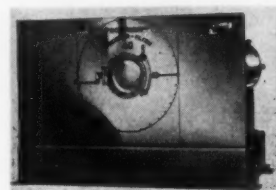
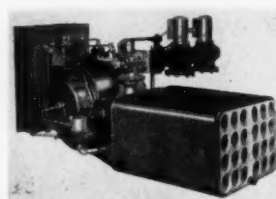
Special design makes it possible to offer a guarantee against "thermal shock" in Continental boilers. The three-year guarantee provides not only for repair but, under certain conditions, partial or complete replacement. A cross-section (illustrated) shows induced natural circulation.

Continental Boiler Division, Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

COLLAR SUPPORTS

An expanded line of Anderson collar supports is available in green or blue stock, as well as three grades, which permit a new pricing schedule. Free samples are available.

Anderson Collar Support Company, 1443 E. 120th St., Cleveland 6, Ohio.

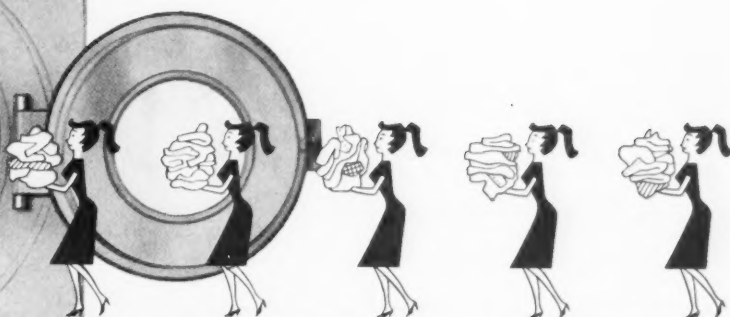


CERAMIC-TYPE FINISH

Epo Liquid HI-Bild Coating is a heavy-duty, resin compound designed to eliminate the need of a ceramic finish or the problem of repainting. It is said to dry to a permanent high-gloss finish, impervious to acids, alkali, steam, grease, etc.

George E. Fines, Inc., 18640 Wyoming Ave., Detroit 21, Mich.

Continued on page 60



WITH HUEBSCH ONE DRYER DOES IT ALL!



Dry **5** washer loads at one time in the big
50 pound HUEBSCH 37-A tumbler-dryer

Why settle for "Junior" dryers when you can buy a Huebsch 37-A. Because of the big 37" drop, *quality* of work is better. Sheets, towels, bath mats and regular clothing *all* dry fast, wrinkle free, and at maximum efficiency. (Small dryers use as much, or more, gas *per load dried*, and take longer!)

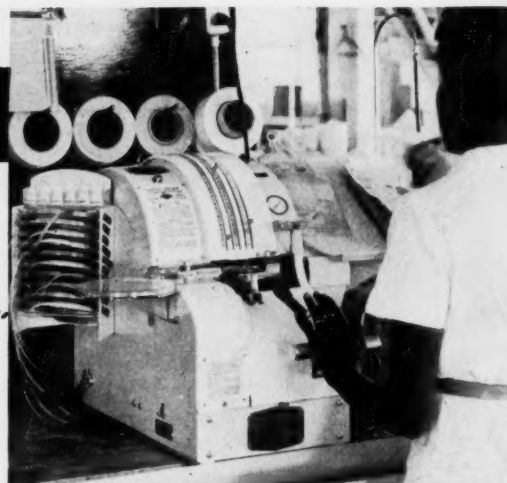
HUEBSCH ORIGINATORS • FIRST IN TUMBLERS...FIRST IN FEATURES • MILWAUKEE 1, WISCONSIN

HUEBSCH

THERMO-SEAL®

— MACHINE AND SYSTEM —

*Takes the Place of Two
Ink Marking Machines.
Averages 380 Tags per Hour.
Personnel Reduced by Two
— One in Marking Room,
— One in Check-Out.*



SOFT WATER
Laundry
INC.
PHONE 7-1134

515 TWENTY-SECOND STREET SOUTH
St. Petersburg 33, Florida

P.O. BOX 11958

May 19, 1961

RUSSELL M. KNIGHTLY, PRESIDENT
OLIVE M. MATTHEWS, VICE PRESIDENT
M. H. GLAZIER, SECRETARY-TREASURER

Textile Marking Machine Co., Inc.
2204-30 Erie Boulevard East
Syracuse 1, New York

Gentlemen:

This is the ninth week in which we have been using our new Thermo-Seal Marking Machine, and I would like to take this opportunity to express my true feelings toward the simplicity of this operation.

This one machine is taking the place of two old style ink marking machines, and our production in the marking department has speeded up with practically no errors. With our system we are averaging 380 tags per hour. In addition to this, it has been a moral booster in our check-out department to the extent that our girls find it a real pleasure compared to trying to read old blurred out ink marks. This does away with the need of our customer file cards and also duplication of marks on garments. We have also been able to reduce our personnel in both the mark room and the check-out department by one operator in each department.

I would also at this time like to express my sincere appreciation for the courteous and efficient service your Mr. Richard Bristow has rendered in helping us to get off to the right start.

Very truly yours,

Richard Glazier
Richard Glazier
Production Manager

All Types Laundry Service
Industrial Supply Service
Linen Service



RG/CRF

EVERYWHERE, The Thermo-Seal System
is saving time, cutting claims and shorts

ERROR-PROOF THERMO-SEALS
NOW AVAILABLE

TEN LOT SYSTEM COLORS IN THERMO-SEAL TAPEROLL

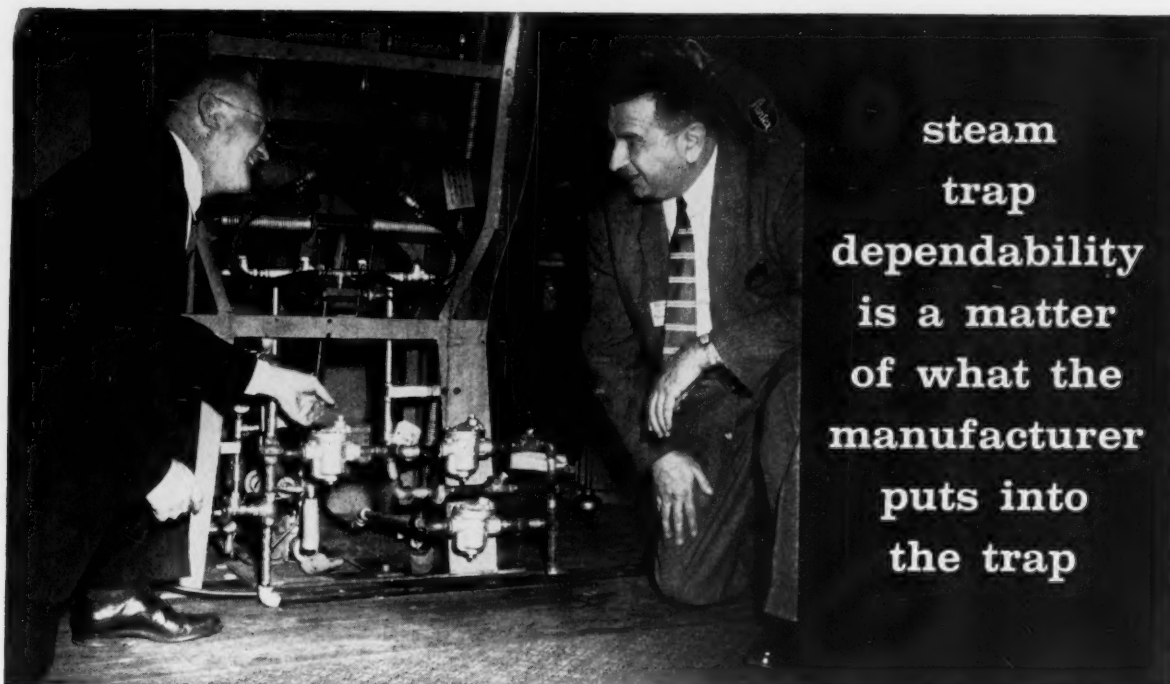
12A 15

FOR FASTER MOVING,
SYSTEMATIC CONTROL OF WORK FLOW
IN COMMERCIAL AND SHIRT LAUNDRIES

WIRE OR WRITE FOR FREE, SUPERVISED TRIAL INSTALLATION, OR FURTHER INFORMATION

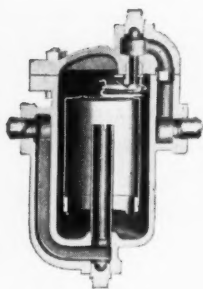
TEXTILE MARKING MACHINE CO., INC.

2204 ERIE BLVD., EAST, SYRACUSE 1, NEW YORK, U.S.A.



**steam
trap
dependability
is a matter
of what the
manufacturer
puts into
the trap**

Here's why Armstrong traps assure dependability for laundries and cleaners

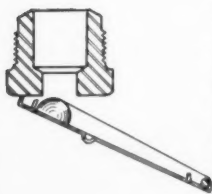


SIMPLE INVERTED BUCKET PRINCIPLE

The best way to insure performance dependability in any mechanical device is to utilize an operating mechanism that has the fewest possible ways for something to go wrong and has been proved in service like yours. The Armstrong inverted bucket design meets these requirements.

STAINLESS STEEL WORKING PARTS

No mechanism can last any longer and perform any more dependably than the materials of construction permit. All the working parts of Armstrong Traps are made of tough, corrosion resistant stainless steel.

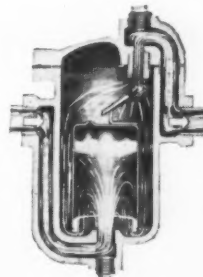


FOOL-PROOF LEVERAGE SYSTEM

Even a basically good operating principle can be made better with refinements in design. Armstrong inverted bucket traps have an exclusive "frictionless" free-floating valve mechanism that gives big capacity in a small package for long life and infrequent maintenance.

SELF SCRUBBING ACTION

If you remove a major cause of trap troubles, dependability increases greatly. Armstrong Traps feature a self scrubbing action that keeps dirt in suspension and discharges it along with the condensate so it has no effect on trap operation.



Get full details on Armstrong from your Armstrong Representative or your supply house.



ARMSTRONG MACHINE WORKS

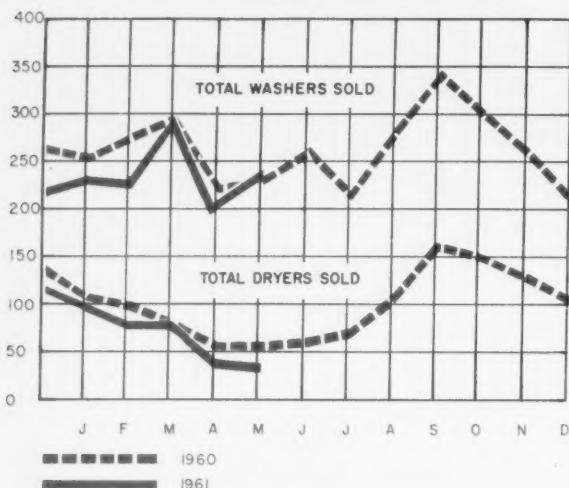
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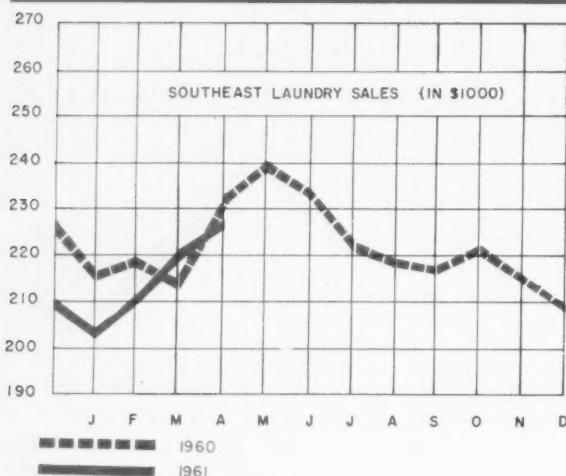
Three Rivers, Michigan

Manufacturers of Inverted Bucket Steam Traps and Ball Float Air Relief Traps

HOME LAUNDRY EQUIPMENT SALES
(in thousands of units)



SOUTHEAST LAUNDRY SALES
(in \$1,000)



HOW'S BUSINESS?

May factory sales of home laundry appliances showed a substantial 6 percent increase over sales for May 1960, and the manufacturers view this as a good omen of the industry's trend toward equaling last year's sales.

The gains came from sales of automatic and semi-automatic laundering equipment, which increased by nearly 11,000 units for the month. Washer sales for the first five months of this year, however, are still running 8 percent behind last year for the same period.

Home dryer sales fell 21 percent behind May 1960 sales and are trailing by 15 percent this year to date.

The automatic washer business has shown a good healthy increase in only one of the last five years. The growth of the washer reached a standstill when its annual volume rose to about 2.7 million units, about 19 percent of the total appliance market in 1960.

* * *

Commercial laundry sales in the Southeast were off 4 percent in April. According to the J. R. Wilson Company, Atlanta launderers were running 2.8 percent behind for the month, while those outside Atlanta were down 4.7 percent. For the year to date Atlanta's sales are running 1 percent behind, while those in outlying areas are under 6.3 percent. Drycleaning sales are off a fraction of a point for the year in all areas.

In South Carolina laundry and cleaning sales showed a 5.4 percent increase for March as compared to March 1960. And gross sales for the first quarter were up 6.6 percent.

Laundry business trends

New Jersey
four weeks ended Apr. 29
Laundry route sales
—no change from last year
Drycleaning sales
—13.0% less than last year
Total sales
—3.0% less than last year

New Jersey Laundry and Cleaning Institute

New England
Apr. 8—2.7% less than last year
Apr. 15—0.9% less than last year
Apr. 22—5.6% more than last year
Apr. 29—0.8% more than last year

Carruthers & Co., Boston

New York
four weeks ended
Apr. 29—3.1% less than last year

M. R. Weiser & Co., New York

Southeast
Apr.—4.0% less than last year

J. R. Wilson & Co., Atlanta



OFFICIAL U.S. NAVY PHOTO

FRESH! CRISP! UNIFORM!

...the feel of a modern Pennstarch finish*

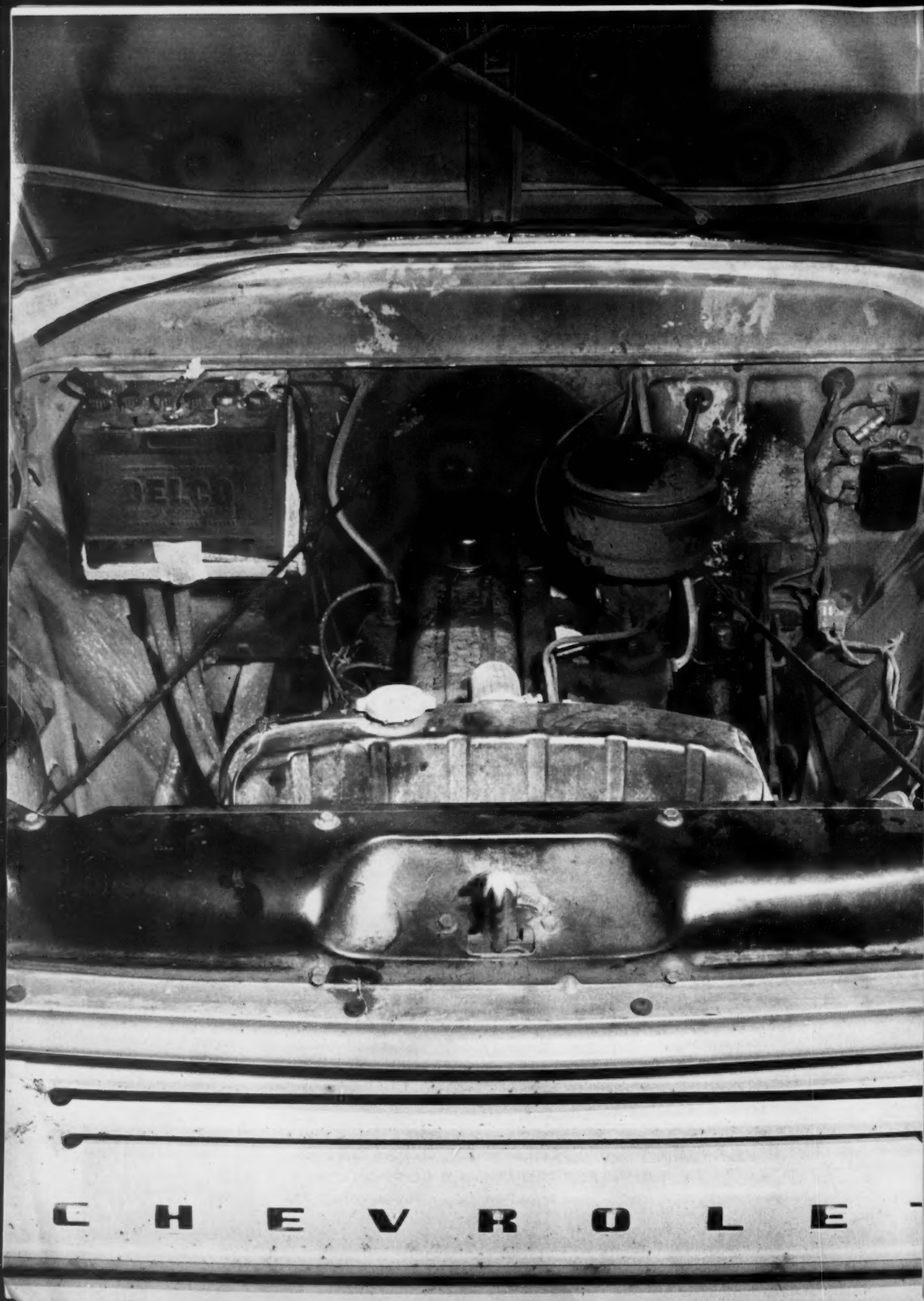
Garments snap to attention when you give them a uniform, satin-smooth, Pennstarch finish. Your customer will take greater pride in his outfit . . . and you'll win citations galore for your service.

Get in step with this modern way to starch. Modern Pennstarch will save you time, trouble and money in your washroom. It's *specially formulated wheat*—no cooking needed! Just add it dry-to-the-wheel—and whoosh! you get split-second dispersion. Packed in easy-to-handle, easy-to-store 50-pound bags. Call your Pennsalt distributor today.

*Trademark of Pennsalt Chemicals Corp.
Composition Patent Pending

Laundry and Dry Cleaning Department
PENNSALT CHEMICALS CORPORATION
 East: Three Penn Center, Philadelphia 2, Pa.
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C H E V R O L E T

OLD PRO

That truck engine on the opposite page is one of Chevrolet's famous Thriftmaster 6's—and if it looks a bit battle-scarred, there's a good reason! This one has just turned 230,000 miles, working for Earl McDaniel of Dallas Texas, on a hustling round-the-clock air mail delivery job. *And here's the stopper: this engine has never been overhauled. It has required only routine maintenance over all those miles.* That, you'll agree, is professional truck power at its dollar-saving best. That's the way it is with the most widely used engine in the business—Chevy's Thriftmaster 6!

Rarely does any truck engine—even a Chevy Thriftmaster 6—run up a performance record like this one. We point it out here merely as proof that the Thriftmaster 6 brings *staying power to spare* to any job it tackles. It's evidence that Chevrolet puts real truck "horses" under the hood—in a light-duty power plant that's built to outlast and outsave any other you can name.



Hustling air mail from airports to town on a stop-watch schedule is a 24 hours a day, 7 days a week responsibility Earl McDaniel, U.S. Mail Contractor, shares with his '59 Chevy 1/2-ton panel. And, according to Mr. McDaniel, after 230,000 miles, the truck "still purrs like a kitten . . . hasn't had or needed an engine overhaul. The pan has never been off, the valves have never needed grinding."

The Thriftmaster 6 provides the basic power for Chevy's conventional light-duty truck line. *Standard* in pickups, panels, light-duty stakes, delivery vans and the Suburban Carryall, it's the end product of many years of engineering refinement.

It provides economy-contoured camshaft and improved carburetion to give you extra power, extra miles from every gallon of gas. Also, there's a forged steel crankshaft, high quality steel and steel alloy valves, durable precision bearings, full pressure lubrication system, oil-bath air cleaner—all contributing to longer engine life and greater overall economy. This is the most experienced truck engine in the business, and it's ready to wade into your roughest work and keep you way ahead on fuel and maintenance expense. It'll pay you to check into it at your Chevrolet dealer's! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

THRIFTMASTER 6 PERFORMANCE DATA

Gross Horsepower.....	135 @ 4000 rpm
Net Horsepower.....	115 @ 3600 rpm
Gross Torque, lb.-ft.....	217 @ 2000 rpm
Net Torque, lb.-ft.....	195 @ 2000 rpm
Piston Displacement.....	235.5 cubic inches
Bore and Stroke.....	3 ¹ / ₁₆ " x 3 ¹ / ₁₆ "
Compression Ratio.....	8.25 to 1

1961 CHEVROLET STURDI-BILT TRUCKS

CHEVROLET

**NOT A WRINKLE
IN THE BOX!**



ORDER RELIABLE *FAS-PAC*
TRADE MARK
**ONE-PIECE automatic
SHIRT BOXES NOW!**

- Easy to open . . . easy to close!
- Saves inventory shelf space
- Strong double-wall cardboard . . . delivers all shirts in band-box perfect condition
- Available printed or plain
- Cuts packing time and labor
- In four sizes and four colors
- For lay-down or stand-up collar

SOLD NATIONALLY THROUGH DISTRIBUTORS

** Good things come in Reliable packages!*

Reliable laundry supplies

MANUFACTURERS OF FOLDING CARTONS & PAPERBOARD PRODUCTS
7131 West 60th St. • Chicago 38, Ill. • LUdlow 6-3700

for **RUGGEDNESS...for ENGINEERED EFFICIENCY**

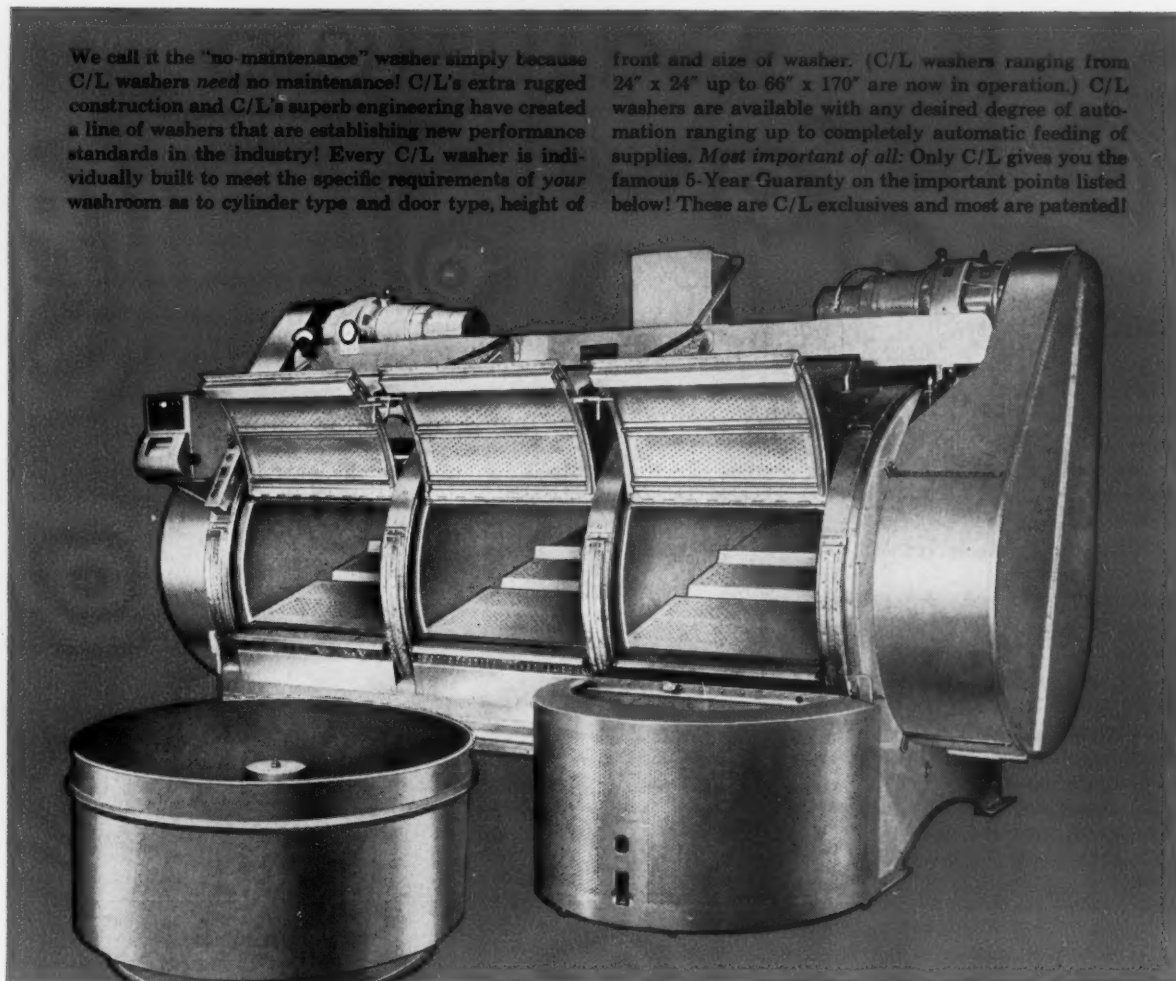
**there is no equal
of the famous
"no-maintenance"**



WASHER

We call it the "no-maintenance" washer simply because C/L washers need no maintenance! C/L's extra rugged construction and C/L's superb engineering have created a line of washers that are establishing new performance standards in the industry! Every C/L washer is individually built to meet the specific requirements of your washroom as to cylinder type and door type, height of

front and size of washer. (C/L washers ranging from 24" x 24" up to 66" x 170" are now in operation.) C/L washers are available with any desired degree of automation ranging up to completely automatic feeding of supplies. *Most important of all: Only C/L gives you the famous 5-Year Guaranty on the important points listed below! These are C/L exclusives and most are patented!*



Thinking Slings? Write for free brochure "The Fascinating Money-Saving Story of the C/L Sling Ring"!

ILLUSTRATED:

C/L 60" x 126" Pullman Slide-Out Washer with 6 compartments and 6 doors. Double-end drive. Special low front design for rapid, effortless unloading into extractor cans or sling-forming containers. Like all C/L washers, this model is also available with sliding doors instead of hinged doors.

**5-YEAR GUARANTY
on these 6 vital points**

- | | |
|---|--------------------------------------|
| • C/L Evertite Cylinder Door Lock | • C/L One Piece Alloy Steel Trunnion |
| • C/L Automatic Shell Door Pneumo-Seal Air Lock | • C/L Rigid Frame |
| • C/L Sealomatic Trunnion Seal | • C/L Stainless Steel Cylinder |

Unconditionally guaranteed against all defects except those caused by faulty operation!



CUMMINGS-LANDAU
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EDITORIAL



Sad but true

Just the other week John Crosby, columnist for the New York *Herald Tribune*, bemoaned the fact that it seemed to be easier to invent an atomic bomb or put a man into space than it was to find some place where a man could get his shirts done properly.

His tirade was launched by the poor treatment his latest batch of shirts had received at the hands of an unnamed Manhattan laundry.

We must admit we've become somewhat immune to such outbursts in the press since they seem to pop up every other week or so from some corner of the country. They're written half in jest and half in righteous indignation. And there doesn't seem to be any effective way to fight them. Our protests are either ignored or the facile writer will use them to make even more hay from the situation.

In this case, however, it occurred to us that a smart operator might capitalize on adversity. Suppose he reprinted Mr. Crosby's editorial in an advertisement with a comment like: "No need to go to the moon, Mr. Crosby, you can get your shirts done perfectly at XYZ Laundry, etc."

We called one of our laundry friends here in the city to bounce this idea around with him. After a few minutes of polite silence, our friend admitted he had seen the column. And, in fact, it had been the subject of discussion at the plant most of the morning. Then he added:

"We're not sure, but we think Mr. Crosby was talking about us."

* * *

A laundry consultant of our acquaintance made periodic visits to a certain plant and always called attention to the fact that its drycleaning inspection was not what it should be. He recommended some changes, including better lighting, but nothing seemed to help.

Shortly after his latest visit he got a letter from the plantowner which explained why.

The plantowner started laying down the law to his supervisors that quality had to be improved or he'd know the reason why. Some time later he dropped down to the cleaning department and noted that the regular inspector had been switched to assembly and bagging—and she was delighted with the change.

She said she had never liked to inspect because it bothered her eyes. Further interrogation revealed the poor thing who had served as the plant's drycleaning inspector for the past two years was blind in one eye.

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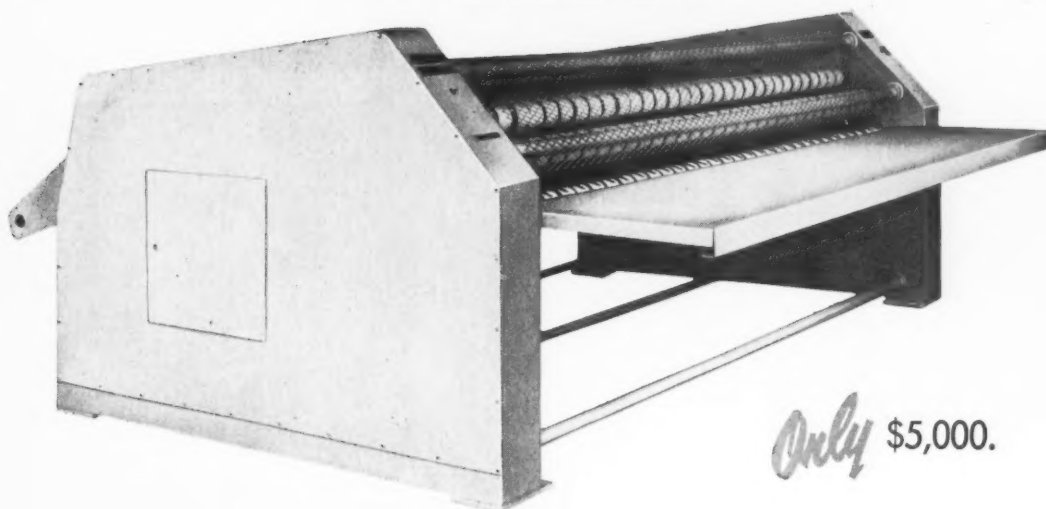
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the **NEW** **CHICAGO**
AUTOMATIC FLATWORK
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Only \$5,000.

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- **LINEN SUPPLY PLANTS**
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SHEET BEING FOLDED

The new Chicago Automatic Flatwork Folder is a single lane type machine designed for folding large pieces of flatwork such as sheets, ironed bedspreads and table linens. The Folder will operate with any chest type or cylinder ironer. It will quarter-fold, half-fold or by-pass finished flatwork. Large pieces such as sheets are normally quarter-folded with two lengthwise folds so that only one operator is needed at the rear of the Folder to cross-fold and stack finished work. The Folder will eliminate two girls on installations handling over 300 sheets per hour and one girl if less than 300 sheets per hour are being ironed. Small pieces can be delivered unfolded to the rear of the machine. Quarter-folded linens such as sheets are delivered to the rear of the Folder with the selvage up so that edges are neatly folded inside the finished piece.

In addition to considerable savings in labor by reducing personnel, the Folder will increase ironer production, reduce personnel problems, increase padding life and improve quality.

The Folder is very simple in construction so that a minimum of maintenance is required. It is priced at only \$5,000 so it will frequently pay for itself in a year or a year and a half. After it has paid for itself, it will continue to return a handsome profit to you in future years. No more floor space is required than for manual folding.

Contact your local machinery distributor today for full information or write direct to factory. Survey service available without obligation. Let us prove how this machine can save money for you.

CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD

CHICAGO 39, ILLINOIS

010

Insurance

You have obligations
when you are insured

WHAT TO DO WHEN LOSS

Your action can determine speed, size



OCCURS

of claim payoff

by JERRY WHITMAN

NO MATTER how completely insured your plant may be, don't ever fall into the trap of believing that when a loss occurs, all you've got to do is sit back and wait for your settlement check. This couldn't be further from the truth.

If you've ever suffered a fire, for example, you'll know the kind of confusion that can arise which can turn your life into a veritable nightmare. If you've never gone through such a predicament—and we hope you won't—it will be helpful for you to know what steps you can and *must* take to fulfill your obligations under the terms of your insurance policy.

Let's say you are typical of most launderers. You have a fairly sizable investment in plant and/or equipment and, naturally, you want to protect that hard-earned investment from damage or ruin in case of fire, explosion or other loss situations.

So you buy what you think is adequate property insurance (we'll discuss later how you may determine the adequacy of your coverage). *Property insurance* will protect you against loss to your building, machinery and other contents (except for customers' goods in your possession which should be covered by bailee insurance).

The property insurance policy will certainly include fire and extended coverage and, possibly, water damage and burglary and theft. The reason that water damage coverage is not always purchased is because it would cover all water damage *not* resulting from fire. Water damage incurred while putting out a blaze is covered

PREPARE A DISASTER PLAN

Not unlike the military defense of a nation, a well-conceived plan of preparedness for your firm can go a long way in reducing property loss, thereby enhancing your chances for a better insurance settlement. The following suggestions, therefore, should form the basis of your disaster plan:

1. Keep all original construction, equipment and contents receipts in a safe place.

2. Have your property appraised every few years to determine current value.

3. Purchase enough insurance to cover your needs.

4. Maintain good plant house-keeping habits to eliminate rubbish and other potential fire hazards.

5. Have freshly charged fire-extinguishing equipment in strategic locations.

6. Ascertain if you might need additional vehicles to cart away goods in case of disaster, and check local trucking firms as to equipment availability on weekdays and weekends and rates.

7. Determine which competitors in your area can process damaged and undamaged goods removed from your premises, how quickly this can be done in or out of season, and what rates they will charge.

8. Find out who can handle your regular volume while your plant is out of production so that customers will be serviced without interruption.

Coincidentally, as this article was being prepared, the writer was advised that a nearby rug cleaning plant was on fire. When we arrived and saw what was transpiring, we realized that the advice given in this article was all the more important.

Although the blaze had been put out, the situation was one of pure chaos and confusion. Nobody seemed to know what to do first, and this was compounded by all sorts of conflicting advice offered by friends and competitors who swiftly arrived on the scene.

Familiarity with the steps that should have been taken as soon as the loss had occurred would have helped to restore a degree of order to a most confusing situation.

We express our appreciation to Robert Milbank of Prettyman and Co., New York City insurance brokers, for helping us prepare this article.

What to do when loss occurs . . .

under the fire policy. Burglary and theft coverage would apply only to equipment and building contents, not to customers' goods which are protected by bailee insurance. And finally, any fire, damage or theft relating to your outside vehicles is covered by your separate automobile insurance, not by property insurance.

It is helpful to understand that your property insurance policy is actually a contract between two parties, you and the insurance company. While the insurance company has certain obligations, so does the insured. Obviously, the sooner and more fully that he carries out his obligations, the faster he will receive a satisfactory settlement.

First of all, it is vital to realize that *the burden of proof of loss lies with the insured*. You, as the insured, must prove to the satisfaction of the insurance company that a loss has occurred, that the loss was not your responsibility, and that you are accurate as to the extent of your loss.

With this in mind and if a loss does occur, your initial task must be to take all steps to prevent further loss. The premises may have to be boarded up, watchmen may have to be maintained, and property and goods should be removed, as far as feasible, to prevent further damage and deterioration.

At the same time, you should advise your insurance broker of the situation to seek his advice and counsel as to your rights under your policy. In the absence of a public adjuster (many communities have such people who survey and assess the damage on a fee basis) you must obtain complete estimates for the repair and replacement of damaged property from competent contractors or suppliers. *These estimates and bids then become the sum total of your claim.* This applies not only to your building, but also to machinery and other contents covered under the policy.

After the loss has been reported to the insurance company, the carrier's adjuster will appear on the scene to examine your destroyed or damaged property and to interview you about the facts and circumstances of the loss. *It is to the insured's benefit to cooperate fully with the insurance adjuster.*

When your gross claim has been presented to the insurance company and after the adjuster has made his report, there will generally be a period of negotiation between the insurance company and yourself. At this point, it is important that your broker be included in these negotiations since he will use his good offices in your behalf. Make sure that you discuss any

proffered settlement fully with your broker since he will be better able to ascertain whether you will be receiving everything that you should under the terms of your policy.

Although it would be natural for you to want to settle your claim as quickly as possible, you should nevertheless be wary of the fast settlement. Often it is impossible to assess the full extent of your loss immediately due to various hidden factors. Consequently, a fast settlement may hurt as much as a protracted one.

We've outlined above what steps you must take in the event you are faced with a loss, but it may be equally helpful to see how you may protect yourself financially even before the loss occurs. In determining how much insurance you ought to carry, the best method is periodic appraisal of your property which should include complete inventory of your equipment and supplies.

As to the building itself, most insurance companies maintain competent engineering and appraisal services to provide fair and unbiased appraisals. You can inventory machinery, supplies and other contents yourself by using original costs and deducting reasonable amounts of depreciation depending upon age and condition. Or, if you wish, you may call in a professional appraiser to check the whole works for you.

Practically, you should appraise your building and contents every three to five years, for not only do property values change but it is easy to forget how much new or replacement equipment you purchase from time to time. By knowing what you have and what it is worth, you will then be in position to purchase insurance within reasonable limits. You must consider that property insurance policies pay out on replacement cost less depreciation, so make sure that you have enough insurance to cover your needs. After a loss occurs, it is too late.

We mentioned earlier that original costs of your property have a bearing on your settlement, so it is wise to keep important purchase receipts and similar papers in a safe place. Preferably, have a duplicate photostated set of your records kept in another location. □□

CAUSES OF IGNITION	Claims	
	Number	Percent
Matches and Smoking	335,185	24.2%
Electricity and Electrical Equipment	283,427	20.4
Lightning	167,844	12.1
Heat, Flames or Sparks	160,229	11.6
Defective Heating Units	137,783	9.9
Exposure	90,265	6.5
Defective or Overheated Chimneys	51,228	3.7
Sparks from Bonfires, Rubbish, etc.	42,268	3.0
Open Lights	30,714	2.2
Known But Not Otherwise Classified	30,465	2.2
Spontaneous Ignition	24,884	1.8
Incendiarism, Vandalism, etc.	13,015	0.9
Welding Torches	7,982	0.6
Friction and Friction Sparks	6,834	0.5
Backfire or Hot Exhaust From Internal Combustion Engines	3,035	0.2
Fireworks, Firecrackers	1,813	0.1
Static Electricity and Static Sparks	1,411	0.1
Total	1,388,382	100.0%

LAUNDRY PRODUCTION FIGURES AT OUR LADY OF VICTORY*

	September 1958		May 1961	
	Percent	Lb./Month	Percent	Lb./Month
FLAT	67.7	65,584	72.2	84,282
TUMBLE	27.7	26,856	24.6	28,769
PRESS	4.6	4,474	3.2	3,700
TOTAL	100.0	96,914	100.0	116,751

Hospital Expansion Programs Put the Spotlight on Laundries

The once "forgotten" department suddenly acquires new status

by HENRY MOZDZER

One indirect result of almost every hospital building program is that it brings into sharp focus the laundry's importance in the over-all operation.

True, the laundry has always played an important part in the total patient care as rendered by the institution, but this service was generally taken for granted. So long as the linens came up clean and in sufficient quantity, the laundry was pretty much left on its own. When annual budgets were drawn there were other departments and projects whose needs invariably took priority. There seemed no great need for replacing equipment periodically, so long as it ran. And if it lacked sufficient capacity, the work hours were extended.

Once a building program is proposed, however, many questions arise concerning the laundry and its operation. The following case history may not be typical, but it serves to point out what can happen when a laundry suddenly becomes the subject of new awareness.

THREE YEARS AGO Our Lady of Victory Hospital at Lackawanna, New York, set out to raise \$1,000,000 for a six-floor addition to its hospital buildings.

The new wing would contain additional laboratory facilities and 81 beds, bringing the total capacity up to 341 beds and 50 bassinets. *One question which arose was whether or not the laundry could handle this 31 percent increase.*

The laundry, in this case, served eight other units which make up Our Lady of Victory Homes of Charity, besides the hospital. Specifically, the units included an Infant Home, Baker Hall (for boys from broken homes), Working Boys Home, Baker Victory High School, Priests' Administration Building, etc.

Better than three-fourths of the total tonnage of work processed already came from the hospital, and the service was provided at cost. Since the laundry has no product to sell, it is considered one of the charitable institutions and is dependent on additional revenue from gifts, donations and bequests made by generous people all over the world.

The laundry is also a separate entity, physically, and all the work it processes must be picked up and delivered by truck. (A step-in van is used for this purpose, and the transportation cost is charged to the laundry operation.)

Continued on page 30

* The addition of 41 new beds and putting more linens into general use have increased laundry volume by nearly 20,000 pounds per month. Next step is to get a new ironer and folder. Pounds per patient day average 11½ here since this is a nontraining hospital—there is no nursing school

NOW

CISSELL'S NEW MAGNETIC DOOR LATCH



**closes
easily
from the**

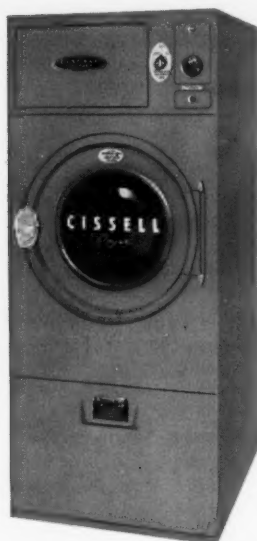
**outside
...opens
just as easily
from the
inside**

Cissell's new magnetic door latch is designed to close easily with light pressure. It's quiet...shuts without a slamming noise. It holds door securely closed during drying operations...yet opens easily from the inside with minimum pressure. The New Cissell Magnetic Door Latch meets any and all local code requirements for "inside-opening" doors. It is now standard equipment on the Cissell Compact and the 36"x 30" gas fired dryers used in coin-meter laundries. This new magnetic door latch is another example of Cissell's constant aim...to give our customers the finest in products and service.

CONSULT YOUR JOBBER: He has complete information on Cissell dryers...and on the new magnetic door latch. W. M. Cissell Mfg. Co. Inc., Louisville, Kentucky. Pacific Coast Office, 4823 West Jefferson Boulevard, Los Angeles, Calif.

CISSELL

You benefit when you use Cissell equipment ... your customers do too!



Left: Cissell 28"x 30" Compact Dryer
Right: Cissell 36"x 30" Dryer



Cissell 36"x 30", 36"x 18", and Compact gas fired dryers approved by Canadian Gas Association, New York City Board of Standards and Appeals, and City of Los Angeles.

Hospital expansion programs . . .



Main production area measures 90 by 50 feet. While long-range modernization program is only half completed, the same staff of 20 produces more work in less time than formerly

The laundry had been most efficiently managed by Frank Hotnich, who served here more than 30 years. While he was prepared to make his recommendations on the laundry's capability of handling the additional volume, the administration decided to get an impartial over-all analysis of the situation from an outside source. A management consulting firm, specializing in institutional laundering, was called in. Here are some of the things it found:

ANALYSIS OF LAUNDRY OPERATION

1. Practically all the machinery and equipment then in use was 18 years old and would eventually have to be replaced, even if there were no plans for future expansion. Many machines were already obsolete and rising labor costs made their operation uneconomical.

- Out of the whole batch of equipment, the consultants recommended keeping only one 35-pound washer, a 30-inch extractor and three finishing units.

2. In terms of capacity, the consultants found the washing equipment inadequate for the volume then (1958) being processed, and with expansion only the wearing apparel presses would be adequate for the job. The plant's capacity of 560 pounds per hour had to be raised to 950 pounds per hour.

3. They recommended increasing linen inventories to improve patient service. It was also pointed out that larger linen inventories plus modern machines would facilitate expansion without enlarging the laundry staff. The linens per patient average 9.7 pounds. And the consultants looked to an average usage of 12 pounds per patient day.

4. A change in the linen control system was suggested, for while the present system worked in a reasonably satisfactory way, it was not controlled. There were some complaints and departmental friction because of the multiple methods of distribution. The laundry manager had to spend too much of his time filling the gaps instead of performing his management function.

5. It was also suggested that the laundry itself be enlarged to provide more productive area and improve employee morale. At the time, the delivery truck used to

back up to a door at one end of the building and the employees had little protection from the wintry blasts that found their way through the door. Furthermore, there was no place where the employees could get away from their machines and eat their lunches.

Naturally, all the changes couldn't be made at once. As pointed out earlier, the laundry was dependent on charity. The improvements had to be made gradually as the money became available. And they had to fill the immediate need as well as fit into the long-range modernization picture.

* * *

Three years have elapsed since the laundry modernization and expansion program was begun. Some \$77,000 has already been invested in improvements and just about an equal amount will have to be raised before the program is completed. But progress is being made steadily.

NEW LINEN CONTROL SYSTEM

One of the immediate steps taken was to revamp the linen control setup by adopting the "closet level" system. The whole program was put under the authority and responsibility of the Housekeeper, who was designated "Linen Controller."

The first step was to tabulate the items in use, standardize names, and reduce the number of different items in use.

Generally speaking, the system is based on the 24-hour requirements of each user. Once this number was determined, it was multiplied by 4, since it takes four pieces in circulation to keep one piece in use. (For example, to provide a patient with one towel, it requires 1½ towels in the linen closet, 1 in the laundry and ½ in the linen room and 1 in use.)

The linen closets assigned to each floor or department serve as a temporary storage place for clean linens. Each closet is assigned a specific quantity of linens based on its daily and weekend needs.

The closet level is set at 1½ times the 24-hour requirement. The nurses requisition the difference between closet level and the number of pieces in the closet at the time

of requisition. For example, the 24-hour requirement for 15 beds is 30 large sheets. The closet level is $1\frac{1}{2}$ times 30, or 45 sheets. If at the end of daily care time the nurse finds 15 sheets in the closet, her requisition is for 30 sheets.

On weekends (when the laundry works five days) each closet is brought up to a par of 2 on Saturday after a.m. care. This "mandatory delivery" brings the stock up to full closet level. In this way, they have one change for Sunday and one for Monday. Emergency requisitions can be made Monday morning.

The system is followed up by regular quarterly inventories. The total counted is compared for each item with predetermined par stock—the quantity which should be on hand. Where shortages are noted, the linen room issues all the necessary pieces to bring the circulating linen up to par strength. In this way, new linen is only taken from stock four times a year. The system has worked out most satisfactorily.

IMPROVEMENTS MADE TO DATE

In 1959 a 24-by-32 extension was put on the laundry building at a cost of \$32,000. The new section now contains an employee lunchroom, an office for the laundry manager, a truck garage and loading dock, plus a store-room for supplies.

The plant also got a new 30-inch extractor to replace an old worn-out one. And two 42-by-42-inch reversing tumblers replaced three old 36-by-30 nonreversing tumblers. The dryers are used mostly for fully drying diapers, baby clothes and blankets, and partly for preconditioning flatwork.

In 1960 the plant got a new water softener (Lake Erie water is about 8 grains) to supplement one which had inadequate capacity. Now the plant has soft water at all times. Prior to this, hard water had to be used when the softener was being regenerated.

This May the laundry installed two 300-pound semi-automatic washer-extractors and got rid of an obsolete 200-pound open-end washer along with a 40-inch extractor. The replacement was made to gain extra wash capacity as 41 new beds were put into service in the new hospital wing.

Interestingly enough, laundry manager Hotnich first became interested in washer-extractors through an article he had read several years before in the *LAUNDRY JOURNAL*. After further investigation, which included visiting all kinds of plants that had such installations, he made up his mind to get washer-extractors.

He says that one of the things that converted him to this stand was the saving in handling. He figured out that the work involved in moving a 300-pound-dry-weight load in and out of a conventional washer and then in and out of an extractor again meant his washmen would actually be obliged to move a total of some 2,850 pounds per load.

With a washer-extractor, he says, a man can put in the same load and not touch it again until it's been washed and extracted. "If you put in 300 pounds," says LM Hotnich, "and pull it out damp weighing 450, you only have to lift about 750 pounds per load instead of over one ton."

Mr. Hotnich also offers this piece of advice to other laundry managers: Don't take too much stock in short formulas. While a programmed formula is accurate as far as it goes, he points out that it should not be confused with actual running time. He says the programmer stops while the machine is filling and/or until the water comes up to required temperature. Furthermore, the program doesn't include time for dumping. Thus a 27-minute programmed

formula which includes seven dumps could easily take an extra 10 minutes to run off. Loading and pulling time should also be taken into account.

With the two new washer-extractors and three 100-pound open-end washwheels, the wash line can now be managed with three men instead of four.

(Actually, Mr. Hotnich doesn't have any washmen as such. The four men here are classified as utility personnel. They sort the linens before washing, grease the equipment and run the pickup truck, in addition to washing and extracting. These duties are alternated.)

At the present time the men work 45 hours and the women 38 in a 6-day work week. By the end of the year Mr. Hotnich plans to put the operation on a 40-hour, 5-day week.

In equipment, the plant still needs two more washwheels, a new flatwork ironer and folder, plus an air compressor. But production is already on the increase as the volume continues to grow, and the work is being turned out with no increase in laundry personnel. The plant still employs 18 full-time and two part-time workers as it did before. This is quite an achievement when you consider how everybody has chipped in to make the transition smoother.

Take the flatwork department, for example. The girls here are working on what used to be a 4-roll, 108-inch ironer which was converted to a 6-roll. In 1958 the $7\frac{1}{2}$ girls here produced between 380 and 400 pounds of work per hour. In April of this year they stepped up the production on the same equipment to meet the increased volume of work by producing 475 pounds of work per hour. That's an average of 63 pounds per operator hour. And they have produced as high as 532 pounds per hour in a peak week.

Once the new ironer and folder are installed, the flatwork department is expected to produce up to 640 pounds per hour.

Greater efficiency is also noted in the over-all production picture. In 1958 the laundry department produced 32 pounds of work per man hour. This includes all the employees charged to the laundry—the laundry manager, the truck driver, and the two women who hand-iron baby dresses and nun's headpieces. This hand ironing is not adaptable to high-speed production and helps bring down the average considerably.

In May 1961, the average over-all rose to 39.5 pounds per man hour.

It takes time, but the plant is now well under way to catching up with the hospital's expansion program. □□



"Excuse me. I think Myrna's trying to tell me something."

How to get more miles per gallon

Driver training program can result
in 10 percent saving on gasoline

COST CUTTING seems to be the order of the day in most fleet operation. This is probably a natural course of events whenever there is a prolonged period of reduced sales. It is also natural for management to want immediate effects from any program initiated with a lower cost in mind. However, immediate results are pretty hard to come by. Much depends upon how good or bad the fleet operation is when the project starts.

One of the fundamentals that must be recognized if a cost-cutting program is to be a success is that any reduction must be made in the cost of either men or materials, simply because that is all you spend money for. It should be added that deferring maintenance or replacements is not a cost-reducing program. It is simply opening a charge account on which you do not intend to pay immediately. Neglect will undoubtedly cost more in the end.

This may make it sound absurdly simple but it is not. The important decisions that have to be made are between neglect and the useless expenditure of money. To be sure, there is not much nourishment in suggesting in the limited space of this article that studies be made to see where the money is going and in what proportion. That is the stuff for committees and conferences where everyone is trying to duck responsibility.

Case history cited

It would seem to be helpful to give descriptions of specific areas where money could be saved along with instructions showing "how to do it" and examples of where it has been done.

As a starter, how about saving 10 percent of the gasoline bill? The cost of gasoline is about 30 percent of the operating cost. A healthy bite of say 10 percent taken from this means about 3 percent of the total operating cost.

Slightly in excess of 10 percent of the cost of gasoline was saved by a Pacific Coast public utility that travels about 36 million fleet miles per year. The program was

by HENRY JENNINGS



AVOID JACKRABBIT STARTS

initiated and placed on working basis by a man with an engineering education but no fleet background. As it turned out the bent towards engineering delayed the program somewhat because he sought mechanical causes first. The saving was made with driver training. However, the logic of the approach—probably a result of engineering education—did contribute to the end result.

The first step in the program was to visit other fleets of sufficient stature to be interesting, and to see what they were doing. This offered little that was not already known to the men who operated the fleet and in practice. Second step was to check the fuel record keeping to see if it reflected the fuel consumption accurately. This led to very little gain because this fleet was generally well maintained and operated.

Investigation showed that some gasoline was lost by overfilling at the gas pumps. Cut-off nozzles were fitted to the gas pumps and some pliable spouts were added to prevent overfilling on trucks used on short trips. Some gasoline was saved but not enough to make a dent in the total.

With a positive knowledge that the low-mileage trucks, which of necessity operate with cold engines, were using too much gasoline, a group of 1,000 vehicles that travel between 6 and 100 miles per day in congested traffic was investigated. Mileage of this group improved about one-half mile per gallon when 140 degree and 160 degree thermostats were replaced with 170 and 180 degree thermostats. But still this made no significant change in the total fuel bill.

Further investigation showed that some gasoline was being wasted in vehicles equipped with hand chokes because the driver would not push the choke in as soon as he should. A 15-cent spring corrected this in each case. Exhaust combustion analysis accompanied by mechanical adjustment of automatic chokes, float levels and idling mix-



EASY ON THE CLUTCH

tures showed as great a saving on a single vehicle as 1.2 miles per gallon. Still the over-all fleet showed less than .24 mile increase per gallon. The surface was not even being scratched.

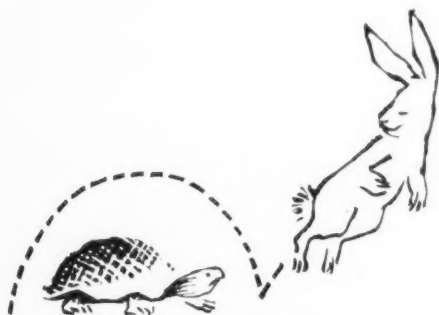
At this point there did not appear to be much more that could be done to the vehicles mechanically. So more or less in desperation, attention was turned towards the driver.

First on the agenda of the driver phase of the project were some carefully controlled driving tests. They were meticulously conducted with flowmeters connected into the fuel line between the gasoline tank and the carburetor. Various types of vehicles were tested over all the conditions they would be likely to encounter.

The tests showed that practically all the vehicles in the fleet were capable of delivering from 3.6 to 5.5 more miles per gallon than the record showed they were getting. This pinpointed the deciding factor in the fuel economy program—the driver.

Proceeding on this premise, a group of drivers were given a thorough training. As a result of this training, their fuel mileage improved 2.4 miles per gallon and stayed that way for six weeks. At the end of that period the drivers were told that the test was over. Soon the improvement had slipped back to 1.2 miles per gallon. Thus a second fundamental was established. Training must be a continuous process if it is to work.

Based on the certain knowledge that the program was on the right track—although results were not forthcoming—every driver in the fleet was given a thorough training. This means every driver including the brass. Just how they managed to get members of the management to take the



PACE YOURSELF

course, this writer will never know for sure. However, it certainly turned out to be a good gimmick because when the titans showed up in classes with underlings, it was obvious that the heat was on, and we had better take this thing seriously. Much of the persuasion was the result of the brass being impressed with the test results.

Driver training program

The training was based on nine driving rules and the program consisted of the following steps:

1. A booklet on correct driving was distributed to every driver eligible to drive a company car. At the end of a week he was required to sign a statement indicating that he had read it.

2. Each driver was given a demonstration in a vehicle equipped with a flowmeter and a vacuum gauge. Each of

Continued on page 47

Nine ways to get better mileage

1. THE WARM-UP—If necessary use the choke but push it in as soon as possible. If it is an automatic choke be sure it is adjusted so you do not have to pump the accelerator. Just allow the engine to operate at moderate speed during warm-up. This is a big gasoline saver.

2. GETTING AWAY—Don't try to win the race to the next traffic signal. It has been demonstrated that the difference between a fast start and a gradual one can mean the difference between getting 8 miles per gallon and 15 miles per gallon.

3. SHIFTING SPEEDS—Shift to high gear as soon as feasible. At 20 miles per hour, second gear uses 15 to 20 percent more gasoline than high. First gear uses 30 to 50 percent more gasoline than high gear.

4. DRIVING SPEEDS—The chart below shows how gasoline mileage is affected by speed in a vehicle capable of 20 miles per gallon at 20 miles per hour.

Constant Speeds

20 MPH	— 20.0 MPG
30 MPH	— 19.7 MPG
40 MPH	— 18.3 MPG
50 MPH	— 15.9 MPG
60 MPH	— 12.2 MPG
70 MPH	— 8.0 MPG

5. PASSING—Don't hop around in traffic. Every time you speed up to get to the other lane, you overuse the accelerator pump and it pumps gasoline right out the exhaust. This type of jack-rabbit driving can use as much as 30 percent more gasoline.

6. PACE YOURSELF—Try to make the traffic signal without speeding. Avoid unnecessary stops in traffic. Accelerating from 15 to 30 miles per hour, then slowing down rapidly to 15 miles per hour, and then accelerating back to 30 miles per hour in high gear averaged 6.5 miles per gallon on a test run.

7. NEEDLESS IDLING—This one does not need proof. It is just good reasoning to shut off your engine when parked but tests show that needless idling costs most people 5 to 10 percent more gasoline than is necessary.

8. EASY ON THE CLUTCH—Spare it where possible. On one test route there were two hills. During the first test run the vehicle was held uphill at stops by slipping the clutch and 10.3 miles per gallon was the average. The second test over the same course, the vehicle was held at the stops by the brakes and the average was 13.7 miles per gallon. This does not consider safety and clutch damage.

9. STOPPING—It takes gasoline to move your vehicle, so anticipate traffic and don't use your brakes so much. Remember you waste the energy it took to get moving. That means gasoline is wasted when you have to use your brakes.

PR FOR PL

3 cases show
what professional
launderers
are doing with
their public
relations programs



Sales manager Bill Gelnaw with one of Westwood's "new look" trucks. All 10 trucks in the fleet now bear the attractive Westwood cloud design



Home counselor Frances Tumbleston chats with plant manager Tamplet Graves in front of Ideal-Swan's drive-in



Westwood's home counselor, Mrs. Ellen Day, gives a housewife some helpful advice by telephone. She has been employed by the Gelnaws for 29 years

1. DOES IT PAY?

THIS QUESTION is one that has bothered many would-be subscribers to the National Public Relations for Professional Laundries program. For those, Westwood Laundry's experience should prove most rewarding.

"I think the National Public Relations Program is the best thing that's ever happened to our industry. If you want tangible evidence here, I can point to a \$400-a-week increase in our main store this year over 1960 in spite of some unfavorable conditions."

That's the word of Arthur Gelnaw, Sr., president of Westwood Launderers-Cleaners, Westwood, New Jersey, and president-elect of the American Institute of Laundering.

Westwood, located just across the Hudson River from New York City, is under the pressure of strong and aggressive competition. Yet Mr. Gelnaw estimates that the weekly volume this year from his three stores and ten

routes will be \$9,500-plus compared to \$9,000 last year.

The Gelnaws—Art, Sr., Art, Jr., and Bill—have embraced most of the major aspects of the PR program and are continually stepping up the tempo.

During 1960 the average weekly income at their main store in Westwood was \$1,800, according to Art Gelnaw, Jr. This year, despite some really tough weather and the general business decline, the weekly "take" is \$2,200. If that holds up—and West-

wood expects it to—the gain for the year in this one store alone will exceed \$20,000. And management gives the credit to the National Public Relations Program.

Early last year Westwood began repainting its fleet of 12 trucks, using a cloud design recommended by the PR advisers. About the same time stationery and other printed material and newspaper advertising were given the new, clean, feminine-appeal look.

Bill Gelnaw, who is secretary and

sales manager and handles much of Westwood's advertising and publicity himself, freely admits that in the beginning he had his doubts about the value of the PR program. Now it is really starting to pay off. "It takes effort, but what doesn't?"

Westwood's plant, which contains the main store, is an impressive concrete and glass structure standing off a main highway. The bright and spacious store was redesigned in conformity with PR program recommendations about three years ago. Management feels this redesign job has helped a great deal with the steady increase in volume. And that its prestige has been climbing steadily.

About two years ago the Gelnaws designated Mrs. Agnes Kane, a Westwood employee for 29 years, their home counselor under the name of "Mrs. Ellen Day." Mrs. Day's main counseling work now consists of giving advice to housewives by telephone, but she plans to branch out into other fields after attending the Home Counselor Workshop at the AIL in June. Mrs. Day was recently featured in a nationally syndicated newspaper column on home counseling as a career.

Westwood has two outlying stores, one at Tenaflly and the other at Oradell. The latter, which opened in April 1961, might well serve as a model for suburban stores with its English-style windows and bright, inviting interior. After four weeks operation this store was bringing in \$275 weekly. The Tenaflly store, located in a larger community and well established, brought in an average of \$750 in 1960. Business is holding up well this year.

About 70 percent of Westwood's business comes from the 10 routes and the remainder from the three stores. In the fall the Gelnaws will open their first coin-op on the site of the main plant.

"This year," said Art, Sr., "route business has been steadily ahead of last year despite some really terrible weather."

Westwood employs 80 people, including its route salesmen. It follows a systematic sales training program and employs premiums and other incentives to promote sales.

Westwood has adopted AIL's standardized service names where appro-

priate, including Ready-to-Use, Fluff-Dry, and Fluff-and-Finish.

Westwood's newspaper advertising emphasizes prestige and quality. A recent series promoting fur storage showed elegant models wearing luxurious furs.

Bill Gelnaw credits the Ad Packs for supplying him with many of his ideas. He goes in heavily for plenty of white space, soft-sell and feminine appeal.

Bill also takes advantage of every opportunity to get newspaper publicity, and has had good acceptance with his press releases. On one story alone Westwood received 25 responses from readers. He feels pub-

licity is too often overlooked.

"Our experience, and the experience of other laundrymen who have adopted the PR recommendations," says Art, Sr., "convinces me that any laundry can get substantial dollars-and-cents from the program."

"It has been said many times before, but it's worth repeating: The PR program shows the way. It is up to the individual laundryman to put the program to work."

"The important thing is to take the first step. Once you're under way, you'll find yourself taking each succeeding step with growing enthusiasm and confidence."

2. ANOTHER CASE HISTORY

Star Launderers and Cleaners of St. Paul, Minnesota, has a home counselor in the person of Ann White.

For the past two years she's conducted a laundry and cleaning clinic over two Twin City radio stations, discussing listeners' garment problems.

Last year she invited the presidents of local women's groups to come in and tour the Star plant. The requests

for tours became so numerous that management had to stop the invitation announcements early this year. The Ann White tours are booked solid into April of 1962.

3. JUST STARTING

Add Mrs. Frances Tumbleston to the growing list of home counselors in the laundry industry.

Mrs. Tumbleston has been representing Ideal-Swan Laundry in Charleston, South Carolina, since March. She is the first home counselor in the state hired to represent one plant exclusively. (There is a group-sponsored Public Relations campaign currently under way in Columbia, but none of the participating plants has its own home counselor.)

Mrs. Tumbleston is not a complete stranger to the industry. She opened her own quick-service laundry in 1954 and was later bought out by Ideal-Swan. She went into real estate and had been active in this field until rejoining Ideal early this year.

She works full time, devoting most of her energies to telephone solicitation for the present. Ideal operates five branch stores and seven routes.

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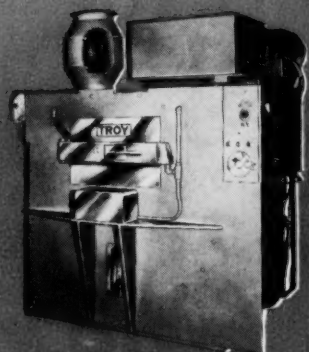
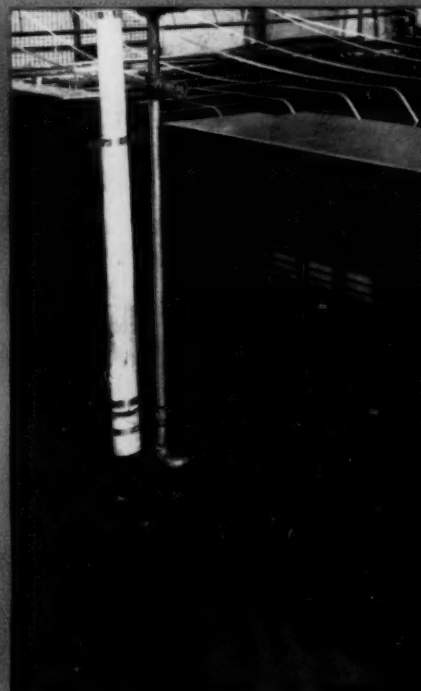
One TROY Fleximatic Air Jet® Folder has cut labor costs over \$100 a week, reports Joseph Vissicchio, president of Terminal Steam Laundry, Glendale, N.Y. Commercial laundries often find labor savings and increased production pay for a Fleximatic within 2 years' time. The Air Jet Folder also contributes to improved working conditions by requiring less physical exertion for the operators.

AMAZING "ELECTRONIC BRAIN" FOLDS EVERY PIECE PROPERLY — An ingenious controller on the TROY Fleximatic measures the linens, determines location of two folds and directs the actual folding 100% automatically. Only TROY Fleximatic uses quick, efficient jets of air for positive, fast-folding without the wear on linens caused by blade-type folders. This modern, simplified design prevents costly shutdowns.

NEW FOLDING FLEXIBILITY HANDLES ALL SIZE LINENS — TROY Fleximatic takes linens from 24" to 108" long (longer lengths also) and from 20" to 120" wide directly from any ironer. Pieces not to be folded can be bypassed by manual or automatic means in any or all lanes. Accessories are available for folding bib aprons with strings. Only TROY offers 1 to 6-lane models with individual folding controllers for each lane. Small piece stacker accessory available.

3 in 1

TROY WX® combination is a washer, extractor and conditioner in one compact machine. Exclusive BIFURCATOR® Duct Fan exhausts excess moisture to precondition loads. Available in 100, 200 and 375 lb. models.



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EFFICIENTLY AT LESS COST



TROY Fleximatic Air Jet Folder giving sheets two folds at Terminal Steam Laundry in Glendale, N. Y.

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GLADER-STEERS CORPORATION

FOR COMPLETE DETAILS, SEE YOUR TROY REPRESENTATIVE
—OR SEND COUPON AT ONCE—

TROY LAUNDRY MACHINERY, Dept. LJ-761
Division of American Machine and Metals, Inc., East Moline, Illinois
Please send me full details on TROY FLEXIMATIC AIR JET Folder.

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____

STATE _____

New construction



The new drive-in call office makes trading here easier. Part of laundry is visible at right; original drycleaning building is beyond it

Fashion moves a "mountain"

Faith in industry's future overcomes many

THE RESULT of this belief is evidenced in the recent experiences of the Fashion Cleaners organization of Stamford, Connecticut. For out of the ashes of a disastrous fire has risen one of the largest laundry and cleaning operations in Fairfield County.

The Fashion Cleaners plant had been operating on a cash-and-carry basis in its present location for about 15 years. The business grew steadily and prospered as management added several branch stores to its operation. By the end of the 1950's the Taub brothers, Bernard and Jerome, found they had to start looking for ways to increase plant capacity.

Their own multistory building had never been designed to serve as a cleaning plant so they were obliged to look elsewhere. They didn't have far to look, actually, since their property shared a common boundary with White Mountain Laundry next door.

In December 1959, White Moun-

tain and Fashion merged under the name White-Fashion Launderers & Cleaners, Inc. (The wheel had come full circle since White Mountain had been established by the senior Mr. Taub some 40 years previously. He had sold the laundry to concentrate his interests in drycleaning.)

During the next 11 months the new management, under the direction of Sol Younger, president, Bernard Taub, vice-president, and Jerome Taub, treasurer, began to consolidate and modernize their main plant. They also added another drive-in branch—the fourth in Stamford—which opened just before a disastrous fire hit the laundry.

Fire spurs changes

About 90 percent of the equipment was destroyed including a new 4-roll flatwork ironer, which had only been in operation three weeks, along with some equipment still packed in crates

waiting to be installed. Only the burned-out shell of building remained. While insurance would cover most of the loss, White-Fashion was nevertheless without a laundry.

As soon as word of the fire got around, however, offers of assistance came from plantowners as far away as Hartford, Connecticut—75 miles to the north—and Brooklyn, New York. Management gratefully accepted the offer of Andy Penachio from nearby Springdale Laundry, who let them use his plant at night between 4 and 11.

This gave them the production facilities to produce the work from their branch plants but then they had to find a way to continue servicing the main-plant customers while the laundry was out of operation. Up to this time, the laundry and drycleaning plants had separate cash-and-carry call offices.

While the cleaning side, which was spared from the fire, could serve as the



Opening Day promotion attracted more than 600 people by mid-afternoon. Glasswares for adults; cookies and balloons for youngsters proved effective



Proud partners (left to right) Bernard Taub, Sol Younger and Jerome Taub hold a quick conference in the laundry during open house

obstacles to plant's expansion

call office for both, management realized that this facility and the off-the-street parking area in front of it were too small to accommodate the trade.

There was some thought given to pushing back the front of the laundry building to make parking more attractive on the rather narrow main street. But this would have cut out some much needed productive space, and management had planned to move its diaper operations in here from Noroton in the future.

Parking space provided

As it turned out, management was able to buy out a car dealer's showroom right next to the laundry and convert it to a call office. While it was removed from the production operations, it was ideal in that it offered off-the-street parking for about 20 cars in a neighborhood where available parking is at a premium.

(The original parking lot in front

of the drycleaning store now serves the plant's nine trucks very nicely.)

The new White-Fashion reopened in April just five months after the fire. The old plant has been miraculously modernized inside and out and has been reequipped with about \$250,000 worth of new machinery, which incidentally triples its former productive capacity.

The exterior was painted a charcoal gray which blends attractively with the new aluminum sash windows. The interior is equally attractive with its chlorophyll green paint which is clean-looking and easy on the eyes. Interestingly enough, the change has resulted in attracting a surprising number of would-be employees to the plant. There were about 15 applicants the first week. At the present time White-Fashion employs 40 people in the laundry and 30 in drycleaning.

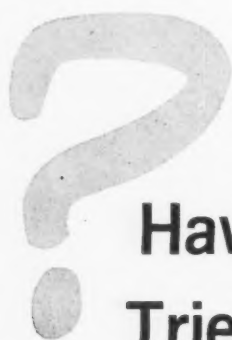
The customers are also enthusiastic about the new call office and the sud-

den availability of parking space. They like the clean, spacious call office and appreciate the extras management now has room to provide. There are dressing room facilities for quick changes, morning newspapers, a shoe-shine machine and a coffee dispenser—all available at no charge.

The service has also been speeded up so that patrons may now have same-day service on laundry and one hour on drycleaning. And they don't have to wait as long in the call office, thanks to the installation of two storage conveyors.

With these changes White-Fashion management cheerfully observes that during grand opening week it took five people to man the counter, where there were formerly only two.

From all indications it looks as if the plant will not only regain business lost since the fire but go on to capture an even greater share of the volume available. □□



Have You Tried This

by TED POLLOCK

Check this!

There is a way to cash an "insufficient funds" check that few people know: If a check is returned "N.G." (no good), ask the bank on which it is drawn for the amount by which the account is deficient. If it's small, you can deposit the difference and then cash the check. The amount deposited can be recovered later. Just make sure you obtain a copy of the deposit slip or indorse your own check with the notation: "Deposited by to the amount of for the purpose of cashing a check in the amount of \$. drawn to"

Personalysis at a glance

The ability to size up people quickly—and correctly—can be a potent weapon in the hands of anyone who must deal with others. Are you putting your idea across? Is your audience agreeing with you? Do you have a customer's attention? According to Professor Ray L. Birdwhistell of the University of Buffalo's Department of Psychology, the answers to questions like these may be deduced from people's actions while they are listening to you. Professor Birdwhistell is probably the world's leading authority on the science he's dubbed *kinesics*—the study and interpretation of gestures and body movements. The following Birdwhistell "translations," based on 18 years of observation, should be of interest to everyone who must know what his audience is thinking.

GESTURE	MEANING
Hand-wringing	Thinking over an idea
Rubbing the nose	Rejection, disagreement
Patting the hair	Approval
Steepling of fingers	Feeling of superiority
Rubbing the eyes	An inner desire not to see something that might change the subject's mind
Fingers interlocked elbows on desk	Inward struggle to keep silent
Tugging at shirt cuff	Self-satisfaction
Hitching up trousers	Concern over making a decision
Legs crossed, one foot swinging	Desire to walk away

For a more retentive memory

If like most people, your "forgettery" is better than your memory, you can probably profit from the results of recent research in the art of recall. Whether it's important to you to remember names, dates, telephone numbers, facts or figures—the following tips can help you do a better job.

Intend to remember. The memory is like an electronic computer. It wants concrete instructions. Thus, to remember a man's name, "set" your memory. Don't merely listen as he introduces himself. Deliberately instruct your brain: "I must remember that this tall, thin fellow with the mustache is named Ed Booth."

Become genuinely interested in what you want to remember. No boy really enthralled by baseball has trouble memorizing all the players' batting averages. So "sell" yourself on the importance to you of the information you want to remember—and watch it soak in! If necessary, occasionally remind yourself of the advantages of remembering it.

Use as many senses as possible. For example, if you want to memorize the opening paragraphs of a speech you are to give, recite them aloud. You will be using your senses of sight and hearing—which reinforce each other.

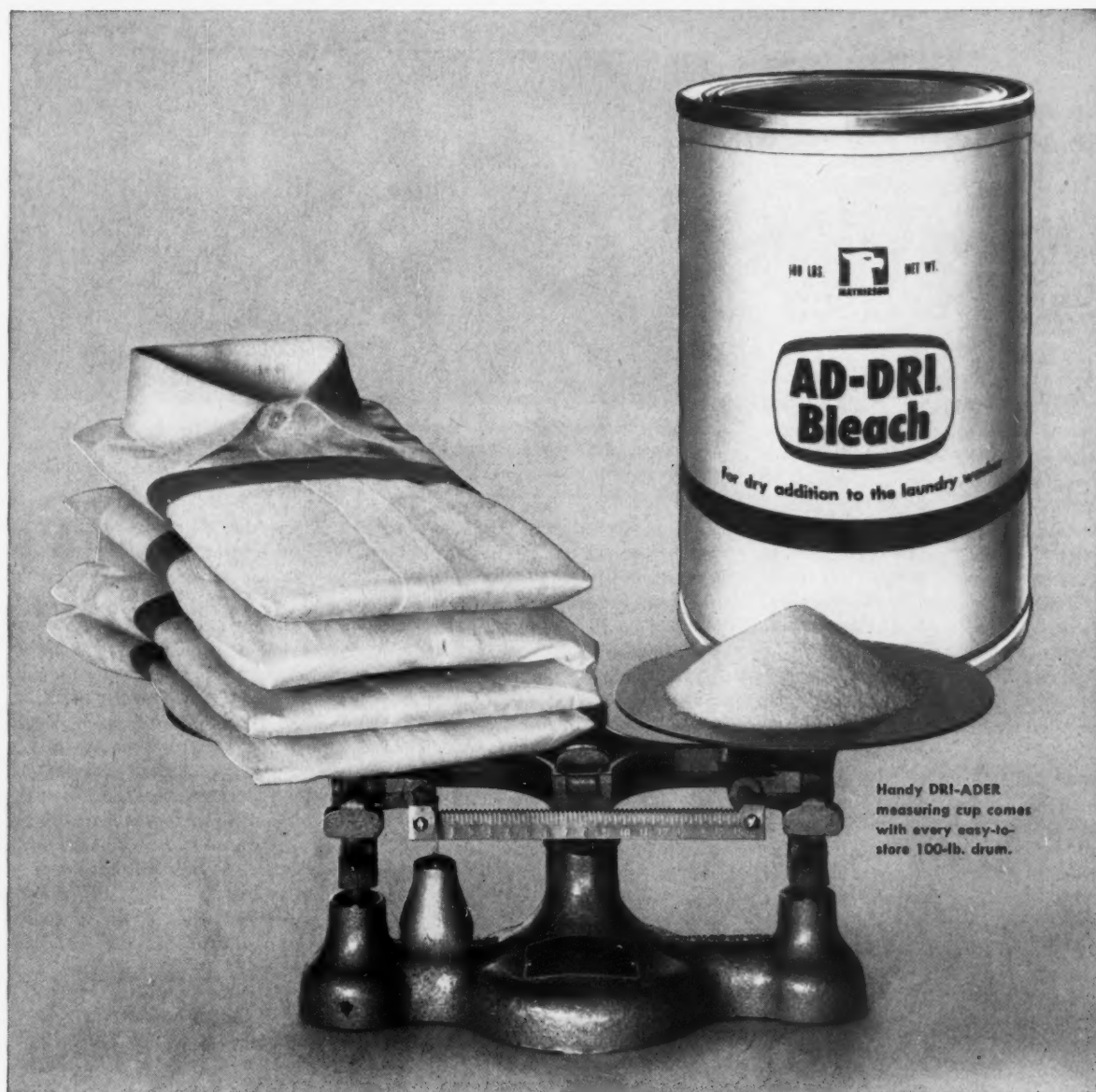
Associate what you want to remember with what you know. Every fact you already possess is a "hook" on which you can hang some new fact. For instance, if you know what Italy looks like on a map, you can remember the location of Sicily by picturing it as being kicked by the boot of Italy.

If you cannot find an association for a new fact, invent your own. The more bizarre, the better. If you want to memorize the Gettysburg Address and the first letter of each sentence forms a code for you—fine. Use it. If you can compose a nonsense rhyme incorporating a telephone number you wish to remember—do so.

To safeguard your savings bonds

Series E savings bonds are safer than cash and their value grows while that of cash in your pocket or household doesn't. Despite this, savings bonds have been forged, stolen and fraudulently cashed. But you can't lose if you take sensible precautions. The Treasury Department will replace any savings bonds lost, stolen, mutilated or destroyed. All you have to do is:

1. Keep them in a safe-deposit box or other safe place.
2. Record the serial numbers, amounts and dates purchased in a place separate from the bonds themselves.
3. Give immediate notice of your loss—including serial numbers, purchase dates (month and year), denominations (values at maturity), a description of how mutilated or destroyed and name and address of the owner—to the Bureau of Public Debt, Division of Loan and Currency, Treasury Department, 536 S. Clark St., Chicago, Illinois.



Handy DRI-ADER measuring cup comes with every easy-to-store 100-lb. drum.

Balanced bleaching action . . . that's the secret of the effective chlorine in Ad-Dri bleach. Because it's added dry there's no sudden rush of strong solution. Ad-Dri gives you consistent, uniform action *throughout the load*. This balanced bleaching formula removes stains with a minimum of tensile strength loss. Your customers' shirts and linens will all last longer when you use Ad-Dri. Write today for literature and the name of your nearest supply house, to: Olin Mathieson, Baltimore 3, Maryland.

Just add it dry from the drum . . . **AD-DRI®**

CHEMICALS DIVISION **Olin**

Conventions

LM's at San Francisco

WESTERN INSTITUTIONAL Launderers met for two days during the 31st annual convention of the Western Hospital Association in San Francisco, April 24-27. Nearly every county of California was represented with close to 100 laundry managers in attendance.

First speaker of the meeting was Robert James, vice-president of the Cal-Am Equipment Company, who explained how combination washer-extractors save space, time, and labor costs no matter what the type or size of plant.

Future automation in the laundry field was the subject of a talk presented by Harmon Woodworth, Stanford Research Institute. A revolutionary piece of equipment now being developed by the Institute for processing linens promises tremendous savings in both time and labor costs. Using a chart, Mr. Woodworth illustrated how the completely automatic equipment will process flatwork from start to finish.

Reuben Dunsford, president of Merryknit Sales Company, Old Greenwich, Connecticut, predicted that thermal blankets constructed of cotton and a cellular weave construction will soon replace wool blankets in hospitals. These new blankets give warmth without weight, can be boiled repeatedly without appreciable loss of tensile strength, and have little shrinkage, said Mr. Dunsford.

At the opening session on the second day a representative of hospital management outlined how the laundry can diversify its activities to help the administrator reduce his costs. Richard Daniels, assistant administrator, Sequoia Hospital, Redwood City, California, pointed out the advantages of placing related service departments under a single head, paying one good manager more than he could make as



Program chairman (at left) Charles "Bert" Cook, superintendent, general services, University of California Hospitals; Richard Daniels; panel moderator Leonard Breitenstein, laundry manager, U. S. Public Health Service Hospital; John D. Clark; Dr. Harold Simon; Paul Kersnar

the head of a single department. With this type of plan, employees would be better supervised, more content through a full-time job, and more efficient by combining their duties. This also would eliminate the "specialists" who sit around doing nothing when work in their "field" is not available.

A three-man panel discussion on cross-infection in hospitals completed the agenda. Dr. Harold Simon, Stanford University Medical Center, stressed the need for antibacterial treatment both in laundry processing and the equipment used for its transportation. Cross-infections, he noted, have been a long-time problem and even with present knowledge it's surprising they aren't a far greater hazard. Laziness, rather than ignorance, is the reason many hospital employees ignore the basic principles of good housekeeping and hygiene in the course of their daily duties. For this reason every administrator should set up an infection-control group to prevent the spread of germs.

Another panel member, John D. Clark, consultant for Lamar Chemical Co., Sausalito, California, suggested greater use of disinfectants with fogging devices, even though they may be no more glamorous than a simple flit-gun or garden-spray tank. He agreed there is too much lethargy among the various departmental employees in the matter of germ control and stressed the importance of greater attention to this problem.

The third member of the panel, Paul Kersnar, director of chemical research, Patek Company, San Francisco, said that hospital laundry volume remains constant whether

economic conditions are good or bad, since just about as many people get sick at one time as another. In the West, however, the population influx means even more hospital patients and more volume through these laundries. Now more than ever institutional laundry managers need technical advice on germicides and proper methods of dealing with disease germs in the washing procedure. He pointed out that these technical services of the chemical suppliers are included in the price of supplies. Launderers should not hesitate to take full advantage of these services.

Here are some of the questions that came up following the panel discussion:

(1.) How often should a blanket be laundered?

Answer: It is not necessary for a clean blanket to be rewashed during the stay of the average patient. Most hospitals launder blankets of long-time patients every 21 days. Tests indicate not many more germs whether blankets are washed every 7 days or every 21 days in this case.

(2.) How can wool blankets be sterilized without damage?

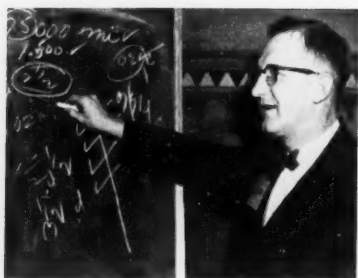
Answer: Only with gas sterilization at present. Neither infrared nor ultraviolet rays are effective so far. Wool blankets can be washed in lukewarm water with an effective germicide.

(3.) Will ultrasonic waves clean?

Answer: Yes, but this process will actually disintegrate woolen fibers completely.

—Lou Bellew

Conventions



Guest speaker R. S. Matylewicz of the American Hospital Association points out the dangers of using "averages" to portray a cost picture

Detroit LM's Look at Costs

"IT'S NOT ENOUGH to say we produce 1,000 pounds of linen a week at a cost of .04 cents per pound," said Raymond S. Matylewicz in an address before the Detroit Association

of Hospital Laundry Managers at the Henry Ford Hospital, April 13.

"This information," continued Mr. Matylewicz, "cannot be used as proof of the plant's efficiency. The only way to prove efficiency is through the use of sound accounting principles which reflect cost control.

"Basing an operation on a mere cost-per-pound figure is like saying you have three trucks and the cost of running them comes to X dollars per week, therefore, each truck costs X divided by 3. It's an average, but averages won't tell you that one of the trucks uses twice as much gasoline because of a faulty carburetor."

The significant cost figures

Applied to the operation of a hospital laundry, this means that a cost-per-pound figure produced simply by totaling up the bills at the end of the month and dividing by the number of pounds produced won't tell you very much about operating efficiency. It won't tell you which costs are out of line; it only indicates that you have costs.

In order to achieve this objective,

says Mr. Matylewicz, it is necessary to break down the elements of cost and devise effective controls for them. The broad categories of costs for hospital laundries are universal. They include salaries and wages, supplies, equipment, and linen in service.

"Of these, the most significant are, of course, salaries and wages—amounting to 60 to 80 percent of the total cost picture.

"You can measure labor cost and its relation to production through job analysis. This is a good beginning since you must know the requirements of the job, and what type of employee to hire for it in the first place.

"The next step is to apply the technique of time study or work sampling to determine a standard of production. When the employee knows what's expected of him, then you have the basis for controlling production costs.

"The true manager will also know such things as use per patient day, cost trends compared to previous years, pieces or pounds produced per employee per hour, how his costs compare with other hospitals."

—Tom O'Neill

Buckeyes Hear Anne Sterling

THE OHIO Laundryowners Association held its annual conference in the Deshler-Hilton Hotel in Columbus, April 20 and 21. Although attendance fell short of expectations, the smaller group made possible livelier, more informal and informative discussion.

Anne Sterling of the American Institute of Laundering was on hand to discuss public relations and its role in the industry. She pointed out that the PR for PL program is constantly being improved. And the latest improvement has been designed to go farther than ever in helping the pro-



PR for PL: Mrs. Anne Sterling brings Ohio Laundryowners up to date on recent developments in the Public Relations for Professional Laundries program

gram become a valuable tool to the members.

PR for PL will now send finished artwork printed on high-grade glossy paper in their ad packs, rather than the artist sketches and rough layouts which had been used. "Our original intention," explained Mrs. Sterling, "was to provide the members with

ideas and to stimulate them through our ad pack suggestions. But then we realized that by going one step further—by providing finished artwork—we could save them a considerable amount of time, trouble and money."

Mrs. Sterling also announced the completion of a new industry film. The film offers a comprehensive view of the laundry industry and should do a great deal to help build a favorable image in the eyes of the general public. It will be produced in color so that it can be used effectively by members for promotional purposes after the initial TV showings. Members can use it in conjunction with guided plant tours or have it shown before local organizations (clubs, schools, church groups, etc.).

There is also a film strip for home economics classes in the making. Its purpose will be the same as the full-length feature: to improve the laundry industry's image, but the strip will concentrate on the home economist level. It will be available to members, with recorded commentary, some time in June.—Tom O'Neill

Conventions

Northwesterners Jam Vancouver Convention

A NEAR RECORD attendance of 200 delegates and their wives made the 36th annual convention of the Pacific Northwest Laundry, Cleaning & Linen Supply Association at Vancouver, B. C., a great success.

Highlighting the three-day convention, which ran from May 18 through 20, were talks by Gene Hawk, president of the American Institute of Laundering, and Ray Vermeers, president of the National Institute of Drycleaning. Both men outlined the activities of their groups and pointed

out how to make best use of these services.

Mr. Hawk discussed the rising cost of distribution in the industry, and cited the Armour Research Study on Distribution Practices. The study revealed that sound management techniques can reverse this costly trend and suggests specific steps that can be taken.

Mr. Vermeers spoke to the convention of the importance of maintaining public confidence in drycleaning. Also he told of NID's promotional campaign launched to correct wrong impressions consumers may have of the industry. Mr. Vermeers warned that some drycleaning plants have been misguided in their advertising, and have aimed at destroying competitors rather than building their own business.

Another speaker, C. B. Kasson, vice-president of R. R. Street and Company Inc., asserted that coin-op drycleaning would create a new market rather than make serious inroads

among present drycleaning consumers.

Wilt Russell, manager of Western operations, Canadian Linen Supply Co., gave a talk on linen conservation, with slides and samples.

Promotional activities, particularly the image the industry must project to the homemaker, were the theme of a talk by Jean Holiday, home counselor for Nelson's Laundry Ltd., Vancouver.

Not least among the activities of the convention were elections. Paul Neuman was named president of the association; Garry Hersey, Tacoma, Wash., vice-president; Hugh Stephen, Victoria, B. C., sergeant-at-arms; Edward V. Hudson, Tacoma, Wash., treasurer; and Bill Short, Seattle, Wash., secretary.

It was decided that the association's 1962 convention would be held at Seattle, Wash. Century 21, the World's Fair, is to be held in Seattle and this, it was believed, would offer a further inducement to conventioners. □□

Illinois-Iowa Launderers at Rockton

THE COMBINED convention of the Illinois Laundry Association and the Iowa Institute of Laundering attracted more than 125 delegates at Rockton, Illinois, May 19-21. Here are some of the highlights of the program:

A panel of five authorities suggested a wide variety of ideas for increasing sales and reducing costs.

Electric Trucks: M. McMullan, Cleveland Electric Vehicle Co., described some of the advantages of using new electric trucks for city routes. The new models with their fiber-glass bodies have up to a 3,000-pound capacity and a maximum range of 50 miles. He pointed out that they are easier and cheaper to maintain (since

they have fewer moving parts, no carburetor or ignition system, valves or radiator) and power costs average out to 1½ cents per mile.

He admitted that the initial cost was high (about \$7,000) but felt that long life plus reduced operating costs made electric trucks more attractive in the long run.

"It costs anywhere from \$4.74 to \$6.00 per day to operate an electric truck," he said, "as compared with \$7.00 to \$9.00 per day for a conventional gasoline truck. And this does not take in repairs and general maintenance."

Soft Sell: Charles Mueller, Chief Laundry, Chicago, described his com-

pany's plant tour program which has been in progress continuously since 1957 and is producing excellent results.

Hard Sell: Lowell Kislia, Sickels Laundry and Cleaners, Burlington, Iowa, urged the members to use every possible means at their disposal to increase sales. His company uses a home counselor, Welcome Wagon and radio spot commercials to great advantage. But to make sure all the bases are covered, it also uses bundle inserts, button ads and direct mail.

Home Counselors: Martha Reed, home counselor for the American Institute of Laundering's plant in Joliet, Illi-

Continued on page 47



Panel of experts give their views on ways to increase laundry sales and cut costs at the Wagon Wheel Lodge, scene of the joint Illinois and Iowa convention

SEEN AND HEARD

Bill Loeb of Loeb's Laundry, Memphis, Tennessee, lost his double or nothing bet last month when his wife presented him with a *single* baby girl. (See March LAUNDRY JOURNAL, page 66.) He would have got \$15,000 worth of coin-op cleaning equipment for his third coin-store (which just opened last month) free.

Adelman Laundry of Milwaukee last month acquired the Wisconsin Textile Corporation—one of the largest industrial laundries in the area. It will operate as a separate entity and no major changes are anticipated. Adelman's family laundry and drycleaning operations are the largest in the state, with 52 routes and 37 drive-in stores.

In New York City last month the Commissioner of the Department of Markets and Licenses demanded that the city's family laundries cut out incentive pay to weighers. The demand was the result of an investigation which indicated customers of two Brooklyn laundries had their bundles "overweighed" by ambitious checkers.

Samuel Miller of the Independent Towel Supply Company, Cleveland, who has served the Linen Supply Association of America as treasurer for the past 48 years, declined reelection and was named treasurer-emeritus.

Textile bacteriologists of the U. S. Department of Agriculture found that 48 percent of the staph bacteria placed on wool blanketing were still alive after warm water home laundering, while on cotton sheeting only 7 percent of the bacteria survived ordinary washing.

Five East Coast laundryowner associations are now making plans for a convention-cruise to the Caribbean in the fall of 1962.

Pilgrim Laundry of Brooklyn made the newspapers recently when it retired the last of its electric trucks from active duty after 35 years of service.

Production

Milbren's plant control room

Plantowner J. Francis Brenner of Milbren's Cleaners and Launderers, Charleston, S. C., admits he's always wanted a trailer.

He still doesn't have one in the conventional sense. But he's got the closest thing to it. And it's right in his plant where he's making maximum use of it for efficient operation.

He built a 6-by-16-foot cubicle with a 7-foot ceiling. It sits about 15 feet off the floor in the northwest corner of the building and offers a commanding view of the entire operation. It serves as a compact business office and control room.

The "trailer" is air-conditioned and equipped with a built-in desk, two chairs, a day couch, typewriter and an adding machine. There is also an outside telephone, an intercom to five points in the plant, and piped music is controlled from this center.

While he's sitting at his desk, Mr. Brenner can answer a telephone; check a customer's file record; watch how the lots are progressing, and direct someone to call counter and/or drive-in window should a customer come in when these stations are momentarily unattended.



Mr. and Mrs. Brenner at work in their trailer-sized business office overlooking Milbren's production department

There's a small dumbwaiter at one end of the desk which brings the invoices up from the marker for pricing and eliminates the use of the stairs. If an error is noted, it's a simple matter to switch on the intercom to this department and straighten out the matter without leaving one's seat.

These are just a few of the advantages of "trailer" living at Milbren's. It's about as close to "push-button" management as you can get.

New washable pillows pass hospital tests

AT LAST there's a pillow on the market which promises to simplify laundering procedures and solve the frustrating problem of staph infections.

It's made especially for hospitals and contains spongy plastic flakes in place of the usual down or synthetic fibers. Technically, it's described as a blended density, 100 percent Polyurethane pillow.

According to *The Clean Sheet*, official organ of the Institutional Laundry Managers' Association of Southern California (April-May, 1961), extensive wash and use tests have been conducted on this pillow for the past four months and the results have been most satisfactory. Laundry managers like them because of their ease of washability and the patients find them cool and comfortable. The following is quoted from *The Clean Sheet*:

"The new Polyurethane pillow contains low density Polyurethane blended with a small amount of medium density Polyurethane. The proper blending of flaked (1/2-inch screened) Polyurethane produces a pillow as comfortable as a 25 percent duck down and 75 percent duck body-feather pillow.

"The ticking is made of green and white striped washable sateen twill weave all-cotton material, approximately 8-ounce weight. All seams are double needle stitched, to assure extra strong seams which will hold up after repeated launderings.

"The pillow is completely launderable at high wash temperature. The pillow is tumble-dried in approximately 7 to 11 minutes. The pillow retains its uniform resiliency after repeated washings."

THE button trap

BUFFALOED: Coin-laundry operators in Chicagoland are being victimized by a short-change artist who specializes in turning nickels into quarters. He hammers the 5-cent pieces flat, expanding them to the size of a quarter, and then stuffs them into coin-changers to get a new supply of nickels.

CLASS-CONSCIOUSNESS: The prisoners at Minnesota State Prison may wear Bermuda shorts in any color but blue. The warden here explains that blue Bermudas are reserved for the guards.

SELECTED SHORTS: Down in Maryland a drive-in theater now features a coin-operated laundry on the premises for those folks who have already seen the picture.

NEW MARKET: Western Electric Company used to throw away all its kinked and stained telephone cords, until somebody found out they could be easily reconditioned in a washing machine with detergent and hot water.

SUDS BUFF: There's a woman in Memphis who saves soap as a hobby. She has hundreds of cakes, keeps them in pickle jars which line her bathroom. Says she, "It's good clean fun."

SPECIAL SERVICE: The razor-wielding assailant who attacked a Chicago laundry manageress got more than he bargained for. He got away but not before Miss Frankie Starr, a former WAC, flipped him over her shoulder with a Judo hold. She thinks she broke his arm.

HANDICAP: The 115-bed Baptist hospital at Eku, Nigeria, has neither a washing machine nor a dryer. All the laundering is done by hand and the task becomes a real problem during the rainy season.

NEITHER RAIN . . . Housewives in Bradenton, Florida, weren't too surprised to find a raincoat-clad mailman sitting out a thunderstorm in a local coin-op—until he took his uniform out of a dryer and retired to the restroom.

SALES MANAGEMENT

How to build over-the-counter sales

What you can expect from your counter girls

LAUNCHING A NEW SERIES of articles on store selling, Dick Pearson, executive secretary of the Florida Institute of Laundering and Cleaning, lays the groundwork by explaining what we can—and cannot—reasonably expect a girl to do in her job behind the counter.

His first bulletin to FILAC reads as follows:

First, the things that *cannot* be expected of the average counter girl. For one thing, she will never become a slick, aggressive salesperson and it's probably just as well that she won't. Very seldom does she or the customer have the time, patience or inclination to go through a long, carefully prepared sales pitch. Furthermore, it's a rare girl who will feel a personal sense of responsibility for declining over-the-counter sales. Most counter girls are neither self-starters nor especially creative when it comes to selling, and will invariably depend on management for direction.

Second, there are over-the-counter selling essentials that should be expected of all counter girls. These are the obvious things—fresh, laundered-and-drycleaned appearance (uniformed if possible) . . . friendly, efficient handling of customers coming in and calling in. Maintenance of neat, uncluttered counters, racks, customer area. Knowledge of prices, company policy, service and schedules, basic information on spot removal possibilities and drycleanability of different fabrics commonly brought in. Obvious as these selling essentials are, counter girls and management quite often neglect one or more of them.

Third, there are the over-the-counter selling "extras" which can be expected by plants of all sizes where management is alert:

a. Use fundamentals of salesmanship in handling customer complaints. Personally settle small claims.

b. Take the responsibility for selecting, changing and scheduling call-office signs, posters and displays.

c. Periodically report customers' reactions to such things as quality, service, packaging, innovations, store appearance, store hours.

d. Maintain a simple, up-to-date customer control system.

e. Address and send out direct-mail promotion pieces and follow-ups on newspaper announcements of new parents, graduates, newcomers, newly married's, etc.; send out inserts or staple-ons with laundry and drycleaning orders.

f. Contact lost and slipping customers by phone and try to get them back.

g. Make reminder telephone selling calls on customers—especially for household items.

h. Make brief courtesy selling calls on prospects in call-office area.

i. Remind cash-and-carry customers of seasonal services and recommend extra services (dyeing, reweaving, weatherproofing, etc.) on items brought in.

This new series of FILAC Sales Builders will place the emphasis on the third category—the over-the-counter selling extras that will build sales for wide-awake management.

□□

Conventions

Continued from page 44

nois, described the functions of a home counselor and the role she can play in selling services and maintaining good customer relations. The woman's viewpoint can help to create the "right" atmosphere for convincing homemakers to try professional service.

Two-Way Radio: Eric Goleas of Motorola, Inc., suggested several ways in which two-way radio can make route operation more efficient: the route salesman gets his calls promptly, backtracking is minimized and the customer gets faster service.

* * *

George Isaacson, general manager of AIL, and Rodger Jackson, managing director of the Laundry and Cleaning Allied Trades Association, rounded out the speakers program.

Mr. Isaacson brought the members up to date on the Armour Research report on distribution costs and what to do about them. Among the specific recommendations were the following: Record sales and costs on each route regularly; narrow scope of route salesman's job; inaugurate or improve compensation or incentive program; and use productive capacities of store personnel to fullest advantage.

Mr. Jackson saw the industry on the threshold of a new growth period. He urged the members to strive for greater public acceptance, put more time into trade association activities, substitute knowledge for ignorance and, above all, to work together.

Charles Swift of Marshall & Swift, Mason City, Iowa, was elected president of the Iowa Institute during a business meeting of the group's board of directors. Louis O'Brien, Jr., is president of the Illinois Association.

—Tom O'Neill

LCATA Announces First New Regional Exhibit

IN KEEPING with a new policy previously announced by the Laundry and Cleaners Allied Trades Association (LAUNDRY JOURNAL, June 1961), a Midwest exhibit will be sponsored by the association in Cleveland, Ohio, September 29 and 30, and October 1, 1961. The exhibit will be handled by the subsidiary organization created for this purpose—the Laundry and Cleaners Allied Trades Exhibit Corporation.

The Cleveland exhibit offers a number of advantages, one of which is adequate time to see, examine and analyze improved and new products, services and technical developments. Beside displays there will be demon-

strations by top technicians in the industry. The areas for exhibit have been arranged on a reduced-space basis with a maximum of 400 feet to any one exhibitor. The wide range of equipment, machinery and supplies will represent about 150 manufacturers.

There are no requirements or registration fees for attendance, nor will there be any pressures from other activities—there will be no meetings.

The exhibit will be open to users at noon September 29. Distributors will have an exclusive opportunity to preview the exhibits the morning of September 29. □□

More miles per gallon . . .

Continued from page 33

these was mounted so that the readings were easily visible when the vehicle was moving.

3. Each driver was given classroom instruction by shop foremen who had previously received the same instruction.

4. After the classroom instruction, which was divided into two sessions, the drivers were again given the same demonstration. This time they understood it much better. What surprised the drivers more than the fuel saving was the fact that they could drive over the course in about the same amount of time by driving safely and sanely as they could by hot-rodding it. Frequently in moderate to heavy traffic, the trip driven sedately took less time than the one involving questionable driving practices.

5. All vehicles of the fleet were equipped with a small metal bracket which would hold one of the printed rules in position easily visible to the driver. These were changed periodically.

6. If a driver let his fuel mileage slip significantly, he had to take the training again, much to his chagrin. This did not happen often.

This is the sum and substance of a program that saved considerably over \$100,000 per year. This writer has used variations of this program several times, and each time it has achieved its goal.

At one time we had a junior engineer in training for fleet work and he just simply did not believe there was that much difference in drivers and driving. We did not have a flowmeter readily available but we took him over to the shop of a national bakery garage where we had been conducting a similar program. Instead of a flowmeter we rigged a quart mason jar into the gasoline line. Our young man was a meticulous fellow and he marked graduations on the jar which held the sole supply of gasoline.

He never completed the test. He was permitted to drive at will, and long before he exhausted the quart of gasoline, he knew the driver story was sad but true.

One other thought. It is frequently hard to keep a program of this kind going at the same useful pace it has when initiated. To cure this, if the drivers show a tendency to slip, we suggest that their mileage averages be posted on a bulletin board in whatever room they gather in. This should be done weekly or at 10-day periods. A monthly report is not quite so effective. □□

Laundries save...and save...and save! with

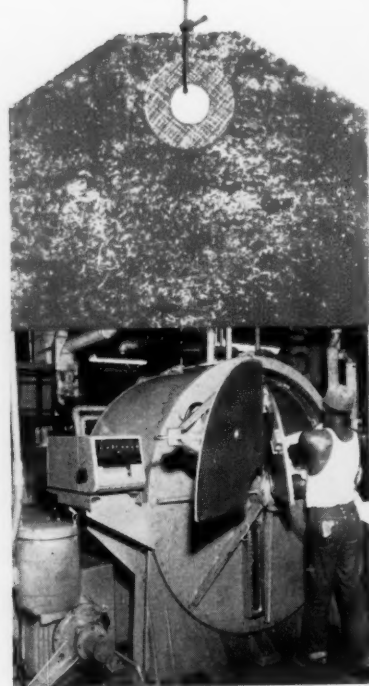
Time—floor space—labor—supply costs—water—you name it and your American CASCADEX Washer-Extractor will save it for you! That's why we say it's the most economical laundry machine you can buy and operate.

But that's not all. This rugged, compact machine is a big-volume producer of unusually fine-quality work. It's easy to operate and will give years of trouble-free service.

See for yourself how a space-saving, labor-saving CASCADEX Washer-Extractor will increase efficiency and production in *your* laundry. Available in five sizes: 50, 100, 200, 350 and 500-lb. capacity. Call your American representative today for complete information, or write.



"Our CASCADEX Washer-Extractor has been turning out 50-lb. shirt loads, six days a week for the past three years without a single mechanical failure," writes John H. Triebel, P.D.Q. Laundry & Cleaners, Peoria, Ill. He adds, "I take this opportunity to inform you of a satisfied CASCADEX user."

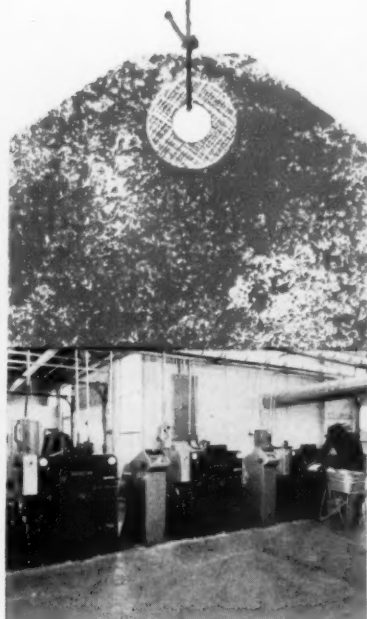


"Our CASCADEX Washer-Extractor is a 'washin' fool,'" reports Lee Hocker, Progress Laundry, Indianapolis, Ind. "Your amazing CYCLAMATIC Washing Control plays an important part in 'watchdogging' our formula to save water, supplies, and above all, time."

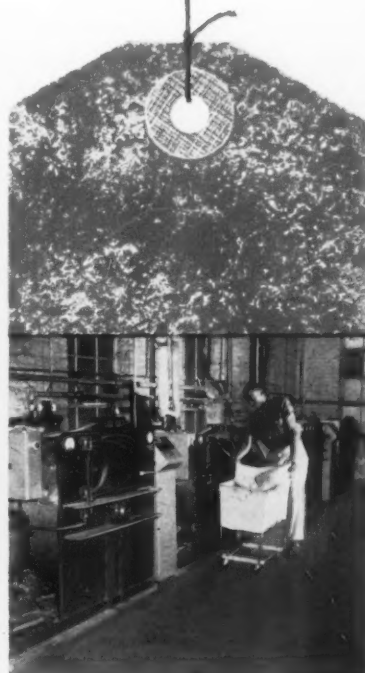
American's CASCADEX Washer-Extractor



W. E. Clark, Clark Laundries, Inc., Atlanta Ga., enthusiastically reports: "American CASCADEXES wash and extract better than any other machines I've checked, and the quality of work produced is tops. The savings in water, supplies and electric current per pound of washing, over conventional washers, is amazing, and floor space is far less."



"We save approximately \$150.00 in weekly salaries as a direct result of our investment in your CASCADEX Washer-Extractors," writes D. S. Doster, Gastonia New-Way Laundry and Cleaners, Inc., Gastonia, North Carolina. "We save hot water, and our supply costs are also down."



At Sanitary Laundry & Cleaners, Durham, No. Car., these four CASCADEX Washer-Extractors with SELECTRO Washing Controls have increased production and profits, improved service and quality of work, and also provided important savings in labor, floor space, water, supplies and steam.

WHY I HAVE NOT INTRODUCED A SHEET SPREADER-FEEDER

By *M. A. Pocock*



M. A. Pocock

For the past several years, a certain laundry operator has periodically pestered me with the question: "Why don't you make a spreader that will automatically feed the sheets into the ironer?"

Here is my answer: The reason is that an automatic spreader-feeder would fail to do what my SAGER was designed to do and does—the elimination of the toughest, MEANEST JOB IN A MODERN LAUNDRY, the PRE-PREPARATION of sheets ahead of the ironer.

Probably an automatic spreader-feeder could be produced that would enable one girl to feed sheets into the ironer. But this would still necessitate careful pre-preparation of sheets, employing two or more girls on the back-breaking job of hand shaking, the job at which no woman will stay if she can find another. I think statistics will show that this job has the highest turnover of any in the plant. So, an automatic spreader-feeder will not only NOT save labor over my present SAGERs—it would defeat the main purpose for which the SAGER was invented, the elimination of this back-breaking job.

With no PRE-PREPARATION AHEAD of it, we have many installations of our SAGER "A" where 12 sheets a minute are common, with a crew of 3—a Spreader operator and the two feeders. With conditioning tumbling, the production goes up to 15 sheets per minute. Where 18-20 sheets are required, a helper is used. We have many such installations.

And I shall be pleased to furnish you with the name of a SAGER "B" installation where 1,200 sheets per hour are required by the management. And they get them, with the ironer traveling 110 feet per minute, steam pressure, 120 pounds.

Right nearby is a recent installation of a SAGER "A" Spreader ahead of a 6 roll Super Sylon Ironer, running 78 feet per minute, with steam pressure at 105 pounds. The plant manager saved two girls the very first week who had been pre-preparing sheets by hand shaking. With the SAGER, the plant now produces 6800 pounds of large flatwork in 8 hours, with NO PRE-PREPARATION ahead of the spreader operator.

So, you can see why I can justly claim that the SAGER Spreader is still, after thirty years, the greatest proven labor saver ahead of the flatwork ironer.

I'm sure that any practical laundry operator who would be confronted with a choice, would agree that it is far better to eliminate the two or more girls for hand pre-preparation than the two girls feeding the ironer. You can't have it both ways.

**DON'T SENTENCE WOMEN EMPLOYEES
TO HARD LABOR FOR LIFE** (on hand shaking
of sheets). Do their work with a SAGER
SPREADER and save money.

M. A. (Poke) Pocock

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____



SAGER "A" Spreader at University of Minnesota

association ACTIVITIES



CLOA Adopts New Name

At its annual dinner and election of officers meeting the Chicago Laundry Owners Association adopted a new name, Professional Laundry Institute of Chicagoland. This, it was announced, is the first step in creating a new image in the eyes of the public.

New officers elected were (left to right): Earl Harvey, Central Steam Laundry, treasurer; Robert Study, French Hand Laundry, vice-president; A. A. Brown, Ace Laundry and Centennial Laundry, president; and Ralph Pettibone, secretary. The new directors are: George Varney, Mercantile Laundry; Leonard Arkiss, Leader Laundry; and Max Friedman, Champion Laundry.

New Scholarship Awards

The Florida Institute of Laundering and Cleaning and six regional associations are jointly sponsoring a new scholarship award program. One will be a \$300 award for the AIL fall school and another a \$300 award for the NID fall classes.

Coin-Op Display

A coin-op display, designed to attract self-service customers to professional laundering, is being offered at cost price of \$25 by the AIL. The display is 3 by 5 feet and features



TIE IT

10 times faster by machine

Anything you tie by hand in your laundry or cleaning operation can be tied better, at lower cost, and up to 10 times faster with a Bunn Tying Machine.


Any size or shape package or box can be tied and receive a slip-proof knot that holds tight because Bunn machines adjust automatically.

Easy to operate because design simplicity eliminates need for specially trained or skilled operators.

Pays for itself. The labor savings you realize rapidly pays for your Bunn machine. Maintenance is almost unheard of (another cost savings).

Easy movability lets your Bunn machine speed operations (and save you additional dollars) in many departments.

Free illustrated brochure available on how Bunn Tying Machines can cut your tying costs. Send for yours today! Or, ask for a demonstration. No obligation.

This slip-proof, tamper-proof knot  always says, "Tied by Bunn."

PACKAGE TYING MACHINES
for over half a century

BUNN

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. LJ-71 Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Illinois

MAIL THIS COUPON NOW

B. H. BUNN CO., Dept. LJ-71
7605 Vincennes Ave., Chicago 20, Ill.

Please send free booklet which illustrates how we may cut costs with Bunn automatic tying.

Name

Company

Address

City Zone State

0934

three 16-by-20-inch photos (illustrated). Space is allowed for the sponsoring laundry's name and address.

Quantity production is predicated upon receiving a minimum of 100 orders. If this number is not reached, all advance payments will be returned.

First Meeting of IRC

The Institutional Research Council, Inc., a new organization formed to serve the needs of large consumers concerned with the operation of institutional, governmental, public feed-

ing or public housing facilities, held its first meeting in New York City in April.

Plans for sponsoring research projects and for participating in the standards projects of the American Standards Association were formulated. Also election of new officers was held. They are (left to right): assistant treasurer, Mrs. Mary Clagett, National Executive Housekeepers Association, Inc.; treasurer, R. H. Layer, Hospital Bureau, Inc.; president, Forrest F. Carhart, Jr., American Library



Association; secretary, J. S. Fassett, American Hotel Association.

Organizations comprising the original membership of the council include: American Hotel Association, American Motor Hotel Association, Catholic Hospital Association of the United States and Canada, National Association of Hospital Purchasing Agents and National Executive Housekeepers Association, Inc.

Texas Scholarships

The Texas Laundry and Dry Cleaning Association has announced a new scholarship program for students in the literary and academic contests of the University Interscholastic League.

The scholarships, which will be administered through the Texas Interscholastic League Foundation, will provide more than \$3,000 for 1961 and 1962. The program was outlined by the educational committee of TLDCA whose chairman is Charles Burton, Burton Laundry and Cleaners, Austin. Other members of the committee are: Roland C. Dansby, American Laundry and Dry Cleaners, Bryan; Frank W. Patton, San Antonio Laundry and Cleaners, San Antonio; and A. S. Harrison, Sunshine Laundry and Dry Cleaning Corp., San Antonio.

New Council Formed

The National Automatic Laundry and Cleaning Council, recently formed, held elections and named John M. Crouse chairman of its executive committee; Spencer N. Rich, vice-chairman and treasurer, and Monte Huebsch, Jr., secretary. C. S. Darling is executive director.

The Council would appreciate any clippings regarding ordinances or codes being proposed by any municipalities or states dealing with coin-op laundry or drycleaning establishments. Send any such information to Clint S. Darling, Executive Director, 7 S. Dearborn St., Chicago 3, Ill.



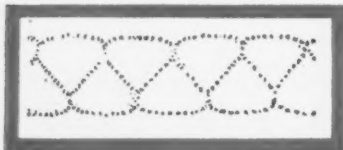
...we enlarged our Atlanta mill

Longlife Apron Duck is preferred because:

1. It delivers a beautiful, smooth finish
 2. Woven to provide a minimum of stretch
 3. Costs less per day of operation
- One reason for its durability is that Longlife Apron Duck has more threads per inch — it's 4 x 5 ply instead of the usual 4 x 4. Longlife outwears duck of comparable weight by 20% and leaves less im-

pression on finished work because the weave is finer. Another feature: The four control lines woven into the fabric make the apron run true.

Because we have been supplying laundries direct for nearly 60 years, we know the requirements of your operations and can satisfy all of your fabric needs. For further information about our line, ask any Tingue, Brown office to send a sales-serviceman to your plant.



Cross-section diagram showing the knitted construction of our 3/4" cotton padding for presses and flatwork ironer rolls. Cotton gives you more absorbency and resiliency than any other material. Tingue, Brown cotton padding retains its resiliency because it is knitted uniformly with exclusive double-filled rovings. Non-burning warp yarn substantially increases its useful life.

TINGUE, BROWN & CO.

1765 Carter Avenue • New York 57, N.Y. • CYpress 9-8800
1227 Wabash Avenue • Chicago 5, Illinois • HArrison 7-0083
723 E. Washington Blvd. • Los Angeles 21, Calif. • RIchmond 9-6023
507 Bishop St. N.W. • Atlanta 13, Ga. • TRinity 4-3864



TRANSMITTED VIBRATION

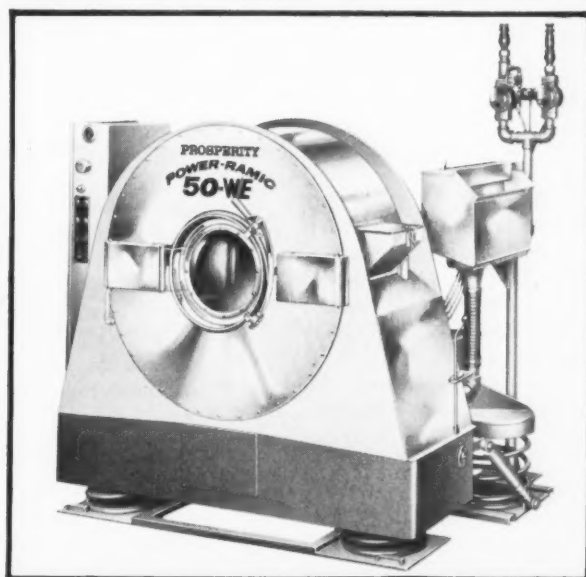
ELIMINATED

POWER-RAMIC
FULLY AUTOMATIC

WASHER EXTRACTOR

50W/E *with automatic
supply injection!*

The unique Power-Ramic 50 lb. Washer/Extractor requires minimum operator attention . . . Less than 5 minutes for a complete operation.



VIBRATION ELIMINATED

Spring mounting means no bulky, expensive concrete foundation. Installation can be made on any type floor, including wood, that supports the weight of the machine, giving you Vibration free Operation.

Save TIME, SPACE & COST

- Lighter weight outloads with Semi-dry Extraction
- Eliminates need of expensive foundation and separate extractor
- Frees operator for other duties
- Clean, Dry Washroom



Copywrite 1961, The Prosperity Co.

THE PROSPERITY COMPANY

Division of Ward Industries Corporation

Factory and General Offices, Syracuse, N. Y. — Sales and Service Facilities in all Principal Cities

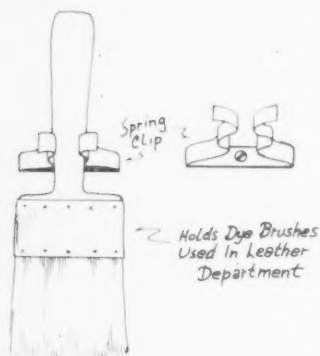
bellev PRINTS

by LOU BELLEW

ONE OF MY PET PEEVES is to be caught in a hard rain with a windshield that won't wipe clean. I drove through Oregon one time in a daylong downpour that nearly drove me nuts. I tried new wiper blades, scrubbed the glass with Bon Ami, a strong detergent, even took a trucker's advice and scoured it with cigarette tobacco. The tobacco did the best job but it was only a temporary relief. Know what finally cleaned it up perfectly? A young service station attendant simply washed the windshield with a clean cloth soaked with Coca-Cola. (Don't ask me why it worked, but it did.) He also wiped the wiper blades and rinsed it all off with water . . . and all he'd take from me was a dime for the coke.

CLEAN BRUSHES

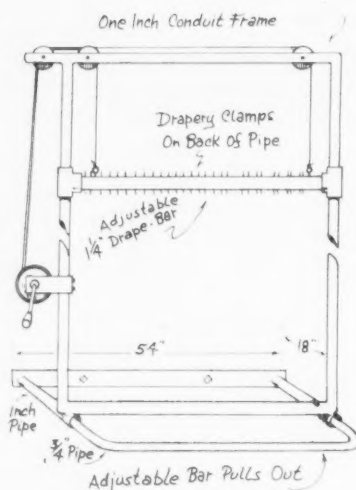
I find more and more ways to use those little spring clips. Guys use them to hold rubber stamps on the wall beside their desks, they'll hold brooms up off the floor, and are handy in numerous other ways. Recently I saw them used in a cleaner's leather goods department to hold dye brushes



on the door of a supply cabinet. Certainly kept the bristles in fine shape, which they wouldn't have been if they'd been tossed in a drawer as they usually are.

DRAPE PLEATER

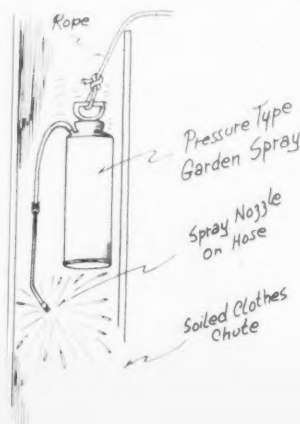
I won't say where I saw this one because it looks as if it was copied from a manufactured piece of equipment. Actually, from the amount of time that went into it the maker prob-



ably could have bought one for a lot less money. This drape pleater has a frame of 1-inch conduit with welded connections, held about 18 inches away from the wall. An arrangement of pulleys and airplane cable raises and lowers the drape bar which has the drape clamps positioned on the back.

CHUTE DISINFECTION

Seems to be a lot of questions, when institutional launderers get together, as to a quick and effective way to disinfect soiled-bundle chutes in hospitals. John D. Clark, one of the speakers at the recent convention of Western Institutional Launderers in San Francisco, had a good suggestion. He mentions using a good garden



sprayer of the pressure type, filled with a recognized germicide. Put a spray nozzle on the spray hose, and lower tank and all down the chute with a rope. The spray will very effectively cover every inch of the chute's interior. These tanks also are fine for sterilizing trucks and baskets.

PROFESSIONAL JACKET

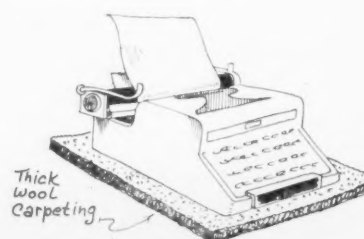
At Corfee's drycleaning plant in Sacramento, California, we noticed young Corfee was wearing an unusual jacket. It was what is called a lab coat, generally worn by laboratory technicians. Short-sleeved, in fingertip length and with a low-cut neck, the coat looked like an answer to a plant-owner's problem of keeping his shirt



looking presentable through the day. Easy to put on and take off, since they have no buttons to fight with each time, the jackets add quite a professional touch in the plant.

QUIET TYPEWRITER

Bill Woods, the sales manager at Sparkle, showed me how he quieted a noisy typewriter when there was no rubber pad quickly available for the purpose. He made use of a piece of scrap carpeting which he cut a few inches larger than the base of the typewriter, and stuck a few strips of adhesive tape on the bottom side to keep it from "traveling."



DEEP PENETRATING Satinette STARCH

*4 Ways
Better!*



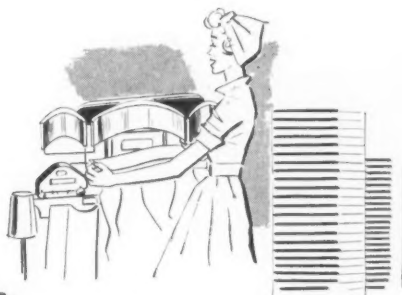
- 1** Satinette gives every garment a pliable "body" that never cracks or blisters.
It's specially modified for deep penetration into every fiber.



- 3** Satinette gives your garments a satin-smooth finish that is comfortable to wear and looks better longer.
It's a balanced blend of wheat and corn.



- 2** Satinette penetrates every layer of fabric and leaves no surface film or highlights.
It's specially treated to remain fluid, hot or cold . . . for even better penetration.



- 4** Your operators can turn out more work . . . better . . . faster.
It's lubricated for smooth, easy finishing.

For more information on Satinette, ask your distributor
or write for the new descriptive folder.

KEEVER-BEACH
Products
THE KEEVER STARCH CO., COLUMBUS 15, OHIO

ALLIED **trade** NEWS



JAMES H. WELLWOOD



GEORGE P. BAILEY



TROPHY WINNER



C. B. KASSON

James H. Wellwood has been appointed technical advisor of R. R. Street & Co., Inc., succeeding C. B. Kasson, who has resigned.

Mr. Wellwood has been a field technician with Street's for the past 25 years. In his new position he will serve as a liaison man between the laboratory and the practical craftsmen in drycleaning plants.

Wyandotte Chemicals Corporation has named George P. Bailey resident sales manager of the J. B. Ford Division with offices in the San Francisco area. Mr. Bailey has been with Wyandotte for the past 10 years, and for the past five years he has been field sales manager in California.



The Davies Young Soap Company's national sales meeting was held April 7-10. The theme of the meeting was the Buckeye Clarifying Process plus innovations on packaging.

Standing in the back row (left to right) are: Al Maines, Jack Fisher, Leonard Waldie, Norval Harrison, Maurice Trotter, Ray Plummer, Paul Reeve, Bill Hull, Bob Wallis, George Humphrey, John Barnett, Chuck Puffer and Jack Welch. Seated in the front row are: Amos Earl Harris, Joe Whalen (Buckeye Joe), John R. Young, vice-president; Morry Friedlander, sales manager; Jim Graham, sales supervisor; and Walter Morris.

Kendaco, Inc., has been franchised by Speed Queen, a division of McGraw-Edison Co., as a commercial jobber for the sale of Speed-Wash coin-op laundries.

Kendaco, headed by Ken J. Davis, will cover Wisconsin, Minnesota, North Dakota, South Dakota, the Upper Peninsula of Michigan and most of Nebraska and Montana.

An Ajax Pressing Machine Company merchandise manual has won for Karl Brueckner (left) a future salesman trophy. He prepared the manual for his Highland High School salesmanship class. The award was made by the Utah Association of Sales Executives, Inc.

Shown with Mr. Brueckner is George L. Strike, sales manager of Ajax, holding the merchandise manual.

C. B. (Kass) Kasson has been appointed manager of national sales to drycleaners for the Norge Division of Borg-Warner Corp.

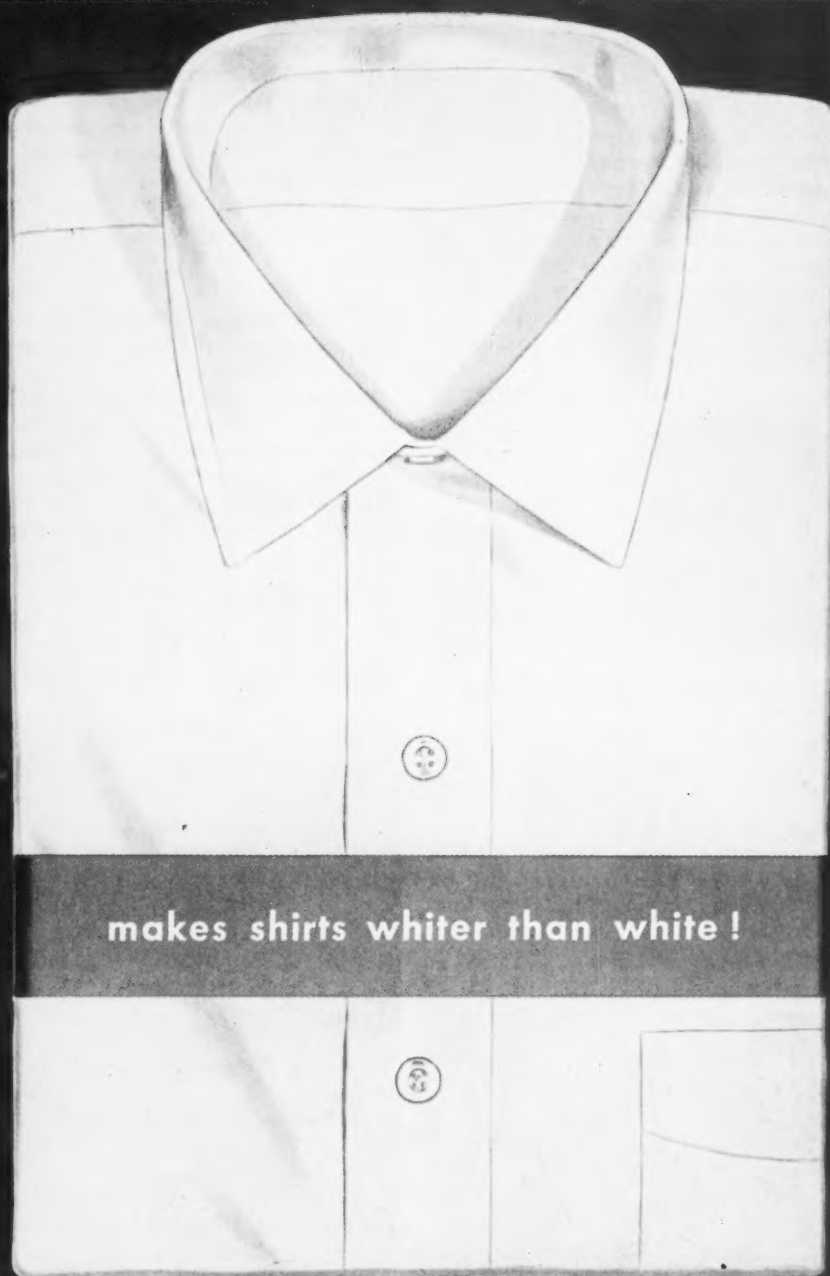
Mr. Kasson has been in the drycleaning industry for 31 years. Previous to his new position he held a high executive position for a leading manufacturer of drycleaning compounds and detergents. Earlier he was associated for four years with the National Institute of Drycleaning.

Romaine Fielding & Associates, Inc., has sold \$1,500,000 worth of commercial laundry and drycleaning equipment to the Soviet Union. It is believed to be the largest single sale in the history of the industry.

Included is complete equipment for a large combination institutional and commercial steam laundry, the first complete American-style coin-op laundry to be installed in the Soviet Union, and seven complete drycleaning plants, ranging in capacity from 440 to 3,000 pounds per 7-hour shift.

The U. S. manufacturers that supplied the equipment are: Ajax Pressing Co.; American Laundry Machinery Industries; Hoffman International Corporation; W. M. Cissell Mfg. Co., Inc.; Chicago Dryer Co.; Clayton Manufacturing Co.; E-Z Packaging Corp.; Henrici Laundry Machinery Co.; Hammond Laundry-Machinery Co.; Scaife Company; Marquette Corp.; The Speed Check Co., Inc.; P&H Industries, Inc.; Portmar Water Heater Co., Inc.; Textile Marking Machine Co., Inc.; Rema Corp.; Los Angeles Water Conditioning Co.; The Hatter's Supply House; Lamson Corp.; and Manitowoc Engineering Corp.

Philadelphia Quartz Company is celebrating this year its 130th anniversary. The firm's original products had been soap and candles. But experimentation with sodium silicate



makes shirts whiter than white!

Whitegard® makes shirts whiter than white... because its unique formula utilizes the magic behavior of light to gain an extra reflective sparkle that outdazzles any ordinary white. However careful your selection of washroom supplies and formulas designed to get whites clean... and however good your whites may look now... they can't approach the added brightness they'll get from Whitegard. And Whitegard is deep-buffered: an extra ingredient provides

positive two-way action that adds brightness... plus fabric-protecting removal of graying, color-dulling film. ■ Whitegard works right across the spectrum, too... gives colors a new life, a new brilliance your customers have never seen before. Fully compatible with new FANTOM-FAST® marking inks. Economical and easy to use; dry-to-the-wheel, no mixing needed. Try Whitegard...you'll have the happiest customers ever!

*FANTOM-FAST is a trademark of the National Marking Machine Co.

Laundry and Dry Cleaning Dept.
PENNSALT CHEMICALS CORPORATION

East: Three Penn Center, Philadelphia 2, Pa.

West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

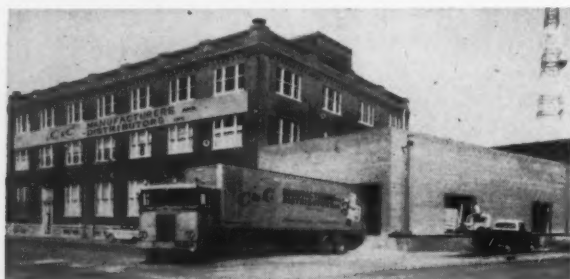


Allied trade news

Continued from page 56

indicated its wide variety of industrial uses. In 1905 it was decided to concentrate the entire energies of the company on the manufacture and development of silicates.

Presently there are nine Philadelphia Quartz plants and associated companies in California and Canada. Thomas W. Elkinton is chairman; his son Thomas is president of the firm. Other directors are: William Martin, James A. Norton, Chester L. Baker, John C. Russell, Charles Ramsey, J. Morris Evans, and Monroe J. Blanchard.



C. & C. Manufacturers & Distributors, Inc., has expanded for the third time in three years. The firm's new building in Dallas, Tex., is one block long, one-half block deep and four stories high. It houses packaging and storage departments and executive offices.

Paul Schweid, vice-president of Victor Kramer Co., Inc., New York, laundry-linen management consultants, left for Jerusalem, Israel, on May 25 to aid in establishing the laundry in the new Hadassah Hebrew University Medical Center scheduled to open June 6.



Coin-Tronics, Inc., Minneapolis, has been franchised as a distributor of Maytag commercial laundry appliances for Minnesota, North and South Dakota, Upper Michigan, northern and western Wisconsin and most of Iowa.

Seated are Thomas H. Boulay (left), president and treasurer of Coin-Tronics, and A. J. DeMarsh, vice-president and secretary of distributorship. Standing is Ivan Ingersoll, Maytag's commercial laundry sales coordinator.

The U. S. Industries Exhibition in Helsinki, Finland, this June, featured among its other masterpieces of Yankee ingenuity a modern shirt finisher and coin-op drycleaners.

The exhibit marked the first overseas public demonstration of RCA Whirlpool coin-op drycleaning units like those used in the United States. Also they showed two automatic washers and two electric driers—all coin-op.

Glide-O-Matic shirt finishing units made by Unipress, Inc., were demonstrated by a two-girl team. A compressor used with the Unipress equipment was furnished by the Ingersoll-Rand Co.

The P.D.Q. Division of The White Motor Company has named three regional sales managers, in line with the firm's expanded sales activities.

William E. Cotner, headquartered in Chicago, will coordinate sales in the Central region. J. R. Bohr will head sales in the Cleveland area, and in the western portion of the Eastern region. His headquarters will be in Montpelier, Ohio. George W. Wells will work in the North Atlantic and metropolitan regions with headquarters in New York City.

Eastern Permac Corporation is the new name for North Eastern Permac Company, Inc. It was decided that the firm's new name was more indicative of the area covered by Eastern Permac, which is the entire East Coast.



The Maytag Company has named International Coin Laundries, Inc., and the James Armstrong Co. distributors of Maytag commercial laundry appliances in West Germany and Great Britain, respectively.

The first coin-op laundry in Germany (photo), located in a northeast suburb of Frankfurt, has ten Maytag washers and six Maytag driers sold by International Coin Laundries, Inc.

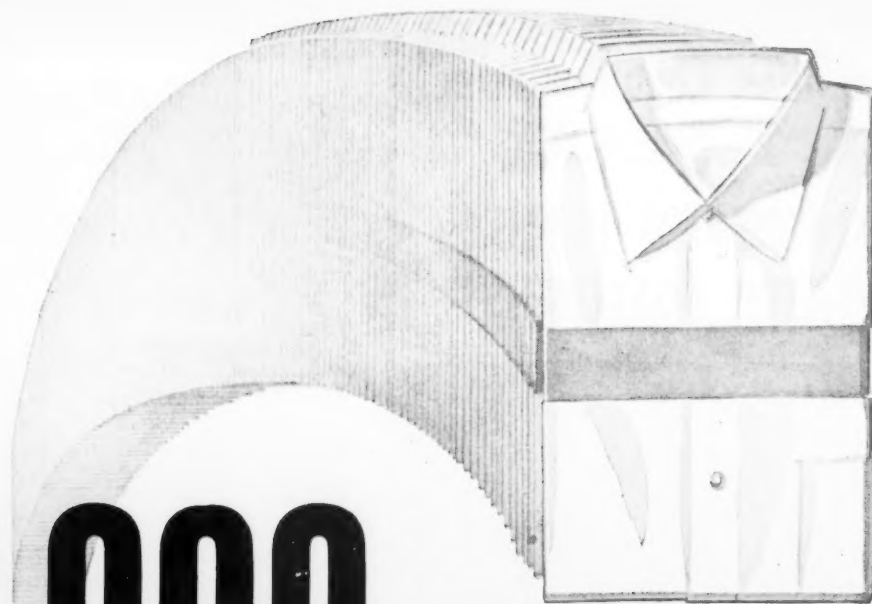
By the middle of this year, Maytag plans to have appointed distributors of its coin-op washers and driers to cover all the major markets of Western Europe.

Norge Division of Borg-Warner Corp. has launched an integrated newspaper and magazine advertising campaign for coin-op drycleaners. Ads have simultaneously appeared in *Life* magazine and *The Wall Street Journal*; also Norge is seeking tie-in advertising across the country.

McCrorry Corporation will become the first major variety chain to install coin-op laundry and drycleaning machines in its stores.

A proposal to this effect, approved by the company's board of directors, resulted in an agreement between Mc-

36,000 STARCHED SHIRTS



FROM ONE DRUM OF HURON® INSTANT STARCH

Yes it's true . . . and you get quality too . . . if you use Huron Instant Starch. Each drum of Huron Instant contains enough starch to turn out at least this number of quality starched shirts.

Laid end to end—10-inch fold—this represents 6 miles of shirts.

At 28¢ a shirt, your gross would be \$10,080. Cost of the Huron Instant Starch is approximately ½ of 1% of this total and it requires no cooking. Added dry to the wheel, HIS® produces cooked wheat starch results.

Ask your starch man.

VH61-4



Huron Milling Division
HERCULES POWDER COMPANY
INCORPORATED

Hercules Tower
910 Market Street
Wilmington 99, Delaware

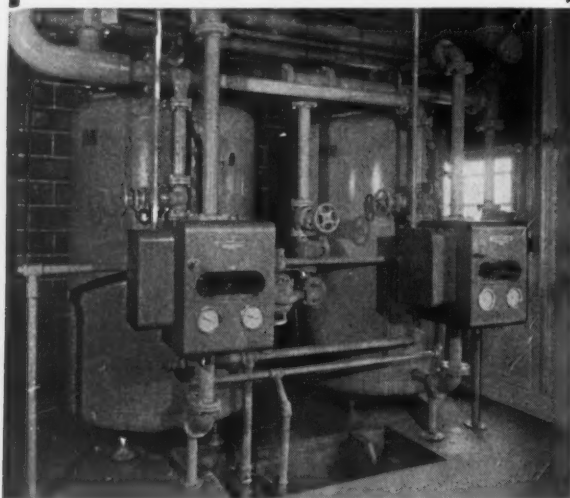
HURON
WHEAT STARCHES

INSTANT STARCH
VELVET RAINBOW

MORE THAN 4,000 LAUNDRIES*

USE

INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.



HUNGERFORD & TERRY, INC.

CLAYTON 8, N. J.

Crory and the Norge Division of Borg-Warner for the installation of Norge machines in future McCrory shopping center stores. When conditions are favorable, it was also announced, McCrory will also experiment with free-standing laundry and drycleaning units.

Hoffman Industries, Inc., a subsidiary of Hoffman International, has acquired the Air Appliance and Filtration Divisions of the U. S. Hoffman Machinery Corp. Under the terms of the acquisition, both divisions will remain under the same operating management.

Dr. Raymond C. Odioso has joined Colgate-Palmolive Company's research and development department as manager of product development for fabric and laundry products.

Dr. Odioso has been with a large petroleum company supervising various research projects, and previously he was a fellow at the Mellon Institute of Industrial Research.

James L. Condon has been appointed district manager for the Steam Generator Division of the Clayton Mfg. Co. in eastern Pennsylvania, Maryland and Delaware.

Mr. Condon was formerly with a steam equipment firm in the East, and previously associated with his father, James A. Condon & Son, Inc.

A. O. Smith International S.A. has officially dedicated and opened a new 14,000-square-foot plant in Stratford, Ontario. AOSSA is a subsidiary of the A. O. Smith Corporation.

It has been announced that operations at this time will center on the company's Burkay commercial water heater for coin-ops, hospitals and other institutions.

Everett E. Hanke has been appointed district sales manager for the New England states by Clinton Corn Processing Co. Mr. Hanke has been with Clinton's New England sales force since 1953. His headquarters will be in Somerville, Mass.

Thompson-Hayward Chemical Company has purchased the Apex Company of Memphis. Harry Bridges and E. B. O'Neill, formerly with Apex, have joined Thompson-Hayward as representatives with headquarters in Memphis. Frank Bouldin is branch manager.

New products and literature

Continued from page 12



NEW PUMP

The Randolph pump operates on a principle that is said to eliminate all contact of moving parts with the fluid being pumped. Intake and outlet are one continuous flexible tube which passes through the pump body where it is exposed to the

squeegee action of ball-bearing rollers.

The Randolph Company, 1018 Rosine St., Houston 19, Tex.

INDUSTRIAL CLEANER

Industrial Handy Andy all-purpose hard-surface cleaner is now available in packs of three 1-gallon cans per case, 5-gallon pails and 30-gallon fiber drums. It is mildly pine-scented and nonflammable.

J. J. Clarke, Industrial Detergents Manager, Lever Brothers Company, 390 Park Ave., New York 22, N. Y.

"Best time I ever had at a laundry — they use 24-K Press Padding

by **JOMAC!**"

Golden 24-K on your bucks makes a big difference in the kind of work you can turn out . . . a sure way to build repeat business. Its loop pile gives extra absorbency, "imbeddability," scorch resistance, and long life. Guaranteed to outlast double-faced flannel or your money back. Write today for the name of the 24-K distributor nearest you. Address Jomac Inc., Philadelphia 38, Pa., Dept. I.

Regular Jomac "54" and "33" also available, if preferred



"Bucks never had it so good"

24-K PRESS PADDING

by **JOMAC**

NEW FILTERING METHOD

A device developed for Standard Twin-Ette coin-op drycleaning units is said to eliminate backwash and use of filter powders and sweeteners. Filtering is now done through a disposable cartridge which can be changed quickly, approximately once a week.

Standard, Inc., 1431-32 Donaghey Bldg., Little Rock, Ark.

Swiss research use a fluorescent dye that converts ultraviolet rays into visible reflected brightness. Bright White is said to cut use of bleach by 80 to 90 percent, and also eliminate the need for bluing.

Ultra-White Company, Roanoke, Va.

RUNNER MATTING

American Comfort Cushion, a fatigue runner matting, has a corrugated rubber top surface and sponge base. It is black, 36 inches wide, one-quarter inch thick, and comes in rolls up to 60 feet long.

American Mat Corporation, 1767 Adams St., Toledo 2, Ohio.

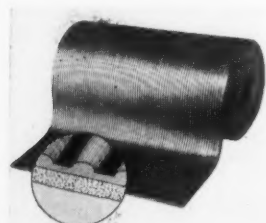
SMALL TWO-WAY RADIO

A transistorized two-way radio features a control head half the size of previous control units. The control head is 2¼ by 2¾ by 4½ inches, has a three-position switch (Off-Standby-On). Equipment is available in high and low band frequencies.

Section P, General Electric Communications Products Department, Lynchburg, Va.

LIQUID BRIGHTENERS

New liquid brightening and whitening agents developed by



NEWS ABOUT people

NORTH CENTRAL

Licking Laundry Co., Newark, Ohio, recently installed new drapery cleaning equipment. Howard Deming is president of the firm.

Adelman Laundry - Cleaners, Milwaukee, Wis., has announced the purchase of Wisconsin Textile Corp., 5300 W. Lincoln Ave. The firm, formerly owned by the Sherman family, will be operated as a separate division.

Robert E. Glass, treasurer of Crown Laundry and Dry Cleaning Co., Indianapolis, Ind., has been elected vice-president and director. At the same time, the election of Seward A. Baker to the board was also announced. Mr. Baker is vice-president in charge of sales.

Manhattan Laundry and Dry Cleaners, 516 Cermak Rd., Cicero, Ill., recently celebrated its fortieth anniversary. In keeping with the celebration, a place setting of stainless tableware was offered with drycleaning.

North Shore Overall Service, Inc., 1818 Dempster St., Evanston, Ill., was damaged by an explosion and fire, with an estimated loss of \$125,000. Spontaneous combustion in a large pile of oily rags awaiting cleaning was blamed for the explosion.

Vincent Barry is the new owner of Peerless Laundry and Dry Cleaners, Clarinda, Iowa, having taken over operation from Vern Olson.

Chief Laundry, 5425 N. Hoyne, Chicago, Ill., was toured by the Open Door Woman's Club recently.

•No more wrinkling
•No more slippage
•No continual tightening

**with the
ZEIDLER APRON
"SUR-DRIVE"
for Flatwork Ironers**

The Apron "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble surface assures true-tracking of both aprons—in fact, we guarantee both aprons will track together! Write for prices and full details

ALSO—FEED RIBBON "SUR-DRIVE"
for Longer Ribbon Life

Available from your DISTRIBUTOR, or write direct

ZEIDLER Manufacturing Co.
633 Concord Avenue,
Mamaroneck, N. Y.

Don't order "Rust Remover" ask for RustGo®

*Wilson's New
Improved
Rust Remover*

- Extra rapid-acting
- Extra penetrating
- Convenient "handi-grip" plastic bottle with non-drip spout

Order RustGo in the
money-saving 4-bottle
carton from your jobber



14-oz.
plastic
bottle

Progress Laundry and Dry Cleaning Co., Indianapolis, Ind., has announced the opening of a drive-in store at Crawfordsville Rd. and Lyndhurst in Speedway.

Mary Lambert and Jack Lay have been issued a permit for construction of a laundry building in the Perry St. Shopping Center, Port Clinton, Ohio.

Painesville (Ohio) Laundry and Dry Cleaning Co., 1330 Mentor Ave., has been purchased by Frank and James Mocilnikar and their nephew, Philip, from Alden S. Fletcher, who plans to retire. Philip will manage the laundry, while Frank operates Jay Dee Cleaners, Inc., in Mentor, and James the drycleaning plant at 22nd St. in Euclid.

Edwin Weig has purchased property on Baldwin St., Sharon, Wis., for the establishment of a laundry. His son, Don, operates the new business.

Mr. and Mrs. Jerome Drachenberg have opened a laundry in the Davel Bldg., Stratford, Wis.

John Alden Morgan, president of Morgan Service, Inc., Chicago, Ill., is this year's recipient of the laundry division's Joint Defense Appeal Human Relations Award, according to an announcement by Aaron Bonoff, president of General Diaper Service Corp., Elmhurst, N. Y., and 1961 Laundry Division Chairman.

J. D. Ferrero and Paul Ungashick have added a storage vault at Sanitary Laundry & Dry Cleaning Co., 421 First St., N. E., Massillon, Ohio.

Joseph P. Sohn, owner of Sohn Linen Service, 2900 E. Grand River Ave., Lansing, Mich., was host recently to about 40 members of the Greater Lansing Chamber of Commerce Wholesale Division. The group met for a tour of the plant and lunch.

Mrs. Hazel Coffey has purchased Kalona (Iowa) Lau-

dry from Mrs. W. D. Patterson.

Rolfe (Iowa) Laundry has been opened by Mr. and Mrs. M. L. Robinson.

NORTHWEST

Dick Rawlinson of Capital City Laundry, Salem, Ore., recently completed extensive remodeling of the building, and added new finishing equipment.

Crystal White Laundry, Medford, Ore., recently installed new equipment.

John Scott has purchased Gold Star Laundry, Eugene, Ore., from Jack Orrell, who is now devoting his entire attention to Springfield Cleaners.

New Service Laundry and Cleaners, S. E. Lane Ave.

and S. E. Pine St., Roseburg, Ore., was damaged by fire that caused an estimated damage of \$75,000. The firm had gone through a major repair and remodeling program following an August 1959 blast.

Cecil (Pat) Patterson has purchased Dallas (Ore.) Steam Laundry, 512 Washington St., from A. W. Palmer and his son, Paul. Mr. Patterson also operates Dallas City Cleaners, 612 Washington St.

Mr. and Mrs. Ed McLennan, operators of a laundry on Greenwood Ave., Bend, Ore., held a grand opening recently in their coin-operated laundry, 807 S. Third St.

Fort Pierre (S. D.) Laundromat plans to install coin-operated drycleaning machines and additional coin-operated laundry equipment.

Ed Thatcher has established Jet Laundry in Stanford, Mont.

WEST

Kauai (Hawaii) Laundry, Inc., has been established by John Ilalaole, Jr., president; Hartwell Blake, vice-president, and Harry Kawamura, secretary-treasurer. The firm is capitalized at \$100,000.

Cecil Starr has established Four Star Laundry at 10110 Main St., Lamont, Calif.

E. L. Schapansky has purchased Central Laundry, 1248 11th St., Reedley, Calif., from Arthur Goolkasian and Roy Kennedy.

Alan and Susan Dahlin and **Beulah Deisling** have taken over Condon's Laundry, 1891 Alum Rock Ave., San Jose, Calif., from Harold A. Condon.

Mr. and Mrs. Nate Williams and **Mr. and Mrs. Dewey Axtell** held a grand opening recently at their new Community Laundry, 131 S. Main St., Buttonwillow, Calif.

Louis Saltzman has established J and L Laundry on Seventh St., Mendota, Calif.

Mission Linen Supply, Santa Barbara, Calif., is constructing an industrial laundry plant at 2555 S. Orange Ave. in Fresno. G. B. Page is president of the firm, which has 16 other plants in California, two in Phoenix, Ariz., and two in Las Vegas, Nev.

A. Schreiner Harrison, president of Sunshine Launderers and Dry Cleaning Corp., San Antonio, Tex., was named a director of Pioneer Flour Mills at the annual stockholders' meeting.

SOUTH

Cropper's Laundry, 606 S. Broadway, Lexington, Ky., has started an expansion program in the drycleaning department.

Banner Laundry and Cleaners, 819 Camp, New Orleans,

La., was destroyed by a fire that caused an estimated \$150,000 damage. John Bouge is president of the firm, and Roger Gardner secretary-treasurer.

Blackman Laundry & Cleaners, 1401 Washington St., Alexandria, La., has added a storage vault.

Troy (Ala.) Laundry & Cleaners and **Clanton (Ala.) Laundry & Cleaning Co.** were among the 305 plants in Alabama to receive certificates of merit for working 50,000 or more man-hours without any lost-time injury in 1960.

Piedmont Linen Service held a formal opening at its new \$500,000 plant in Hickory, N. C. James W. Knight, former assistant manager of Charlotte Linen Service, is manager.

Kannapolis (N. C.) Laundry recently was presented a safety award for the fifth year from North Carolina's Commissioner of Labor Frank Crane. New-

moon Jung accepted the award.

Victor E. Wertheimer, vice-president of American-Peerless Laundry, Birmingham, Ala., recently was honored by employees of the firm at a surprise party in celebration of his eightieth birthday. Mr. Wertheimer is still on the job every day.

EAST

Liberty (N. Y.) Steam Laundry, Church and Maple Sts., was considerably damaged by a fire recently.

Irving Namm recently became store sales manager for Empire State Launderers & Cleaners, a five-store chain in New York City.

Nu-Way Laundry and Dry Cleaners has negotiated for the purchase of property at 140 Main St., Haverhill, Mass. The firm, which recently sold its High St. plant to be razed for a parking lot, is reported to be considering consolidating all of

A Net for Every Service A Price for Every Plant

1 BAR-MASTER

Nylon Laundry Nets. 260 Denier knitted. In white, solid red, blue, green, yellow, brown, black, purple, orange.

2 MASTER-KNIT

Nylon laundry nets. 260 Denier knitted. In white. Solid red, blue, green, yellow, brown or orange on request.

3 BULLDOG, 260 Denier, 2 x 2

Nylon laundry nets. Woven in white, solid red, blue, green, brown, yellow and orange.

4 MESH TOP NYLON NETS

Bulldog body with Bar-Master top. White body and white top or white body with colored top.

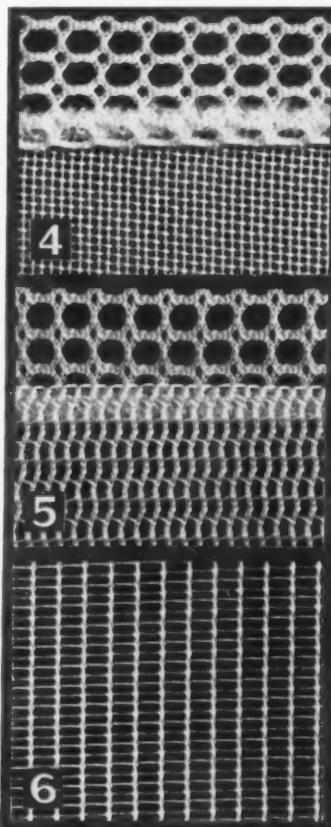
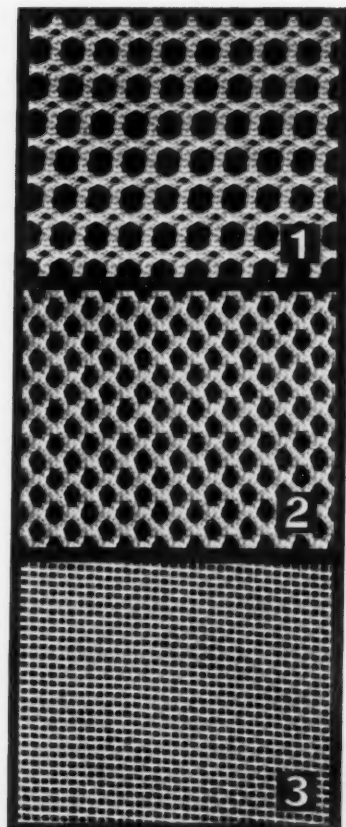
5 MARK 11 NYLON NETS

Knitted body with Bar-Master top. White body with white top, or white body with colored top.

6 2 x 6 NYLON NETS. White only

Ask your jobber to show you samples and COMPARE! You'll see, at first hand, how the Bulldog line gives more from the standpoint of quality, service and economy.

X. S. SMITH, INC.
RED BANK • NEW JERSEY



★ You can pin
in half the time
**SAVE SPACE
SAVE NETS**

Key-Tag NET-HOLDER

Nets are on or off in one motion—the holder helps you pin! No lifting, no bending. Holds any size net fully open. Rotating floor model (\$55.00) holds 5 nets in 20% less floor space. Single-net wall or table model (\$8.95) folds completely out of way. Special anchor and rubber tips make nets last longer. No hooks to cause injuries. Write for bulletin.



THE KEY-TAG CHECKING SYSTEM CO.
6509 Hough Ave. • Cleveland 3, Ohio

its laundry and drycleaning operations under one roof at the Main St. site.

Associated Wilmington (Del.) Laundries, 417 W. Second St., was damaged recently by fire which was started by a short circuit in the cord of an electric ironer.

Grand Union has opened its fourth Laundercenter, in the Elmwood Shopping Center, Broadway and Boulevard, East Paterson, N. J. The other locations, all in shopping centers, are in Ramsey, Oakland and Watchung.

Talbot Laundries, 21 New England Ave., Dorchester, Mass., was damaged by a two-alarm fire which swept through the two-story brick building,

causing an estimated loss of \$18,000.

CANADA

Kwik Wash 'n Dryclean, 1115 Centre St., N., Calgary, Alta., operated by Roy Lindseth and Andy Seifert, has added coin-operated drycleaning machines.

Joe Sunisloe has established a laundry on Mountain St., Beamsville, Ont.

Howard H. Forsyth, president of London Enterprises Ltd., which operates Forsyth Laundry and Dry Cleaning, London, Ont., has requested a building permit for construction of a drycleaning store at 178 Wortley Rd.

was elected a director of the American Cancer Society.

He was a member of the executive committee of the National Civil Service League, president of the Chicago Athletic Association, member of the Executive Club, member of the board of the Cook County Tuberculosis Sanitarium, member of the board of Junior Achievement of Chicago and active in the work of the Chicago Community Fund.

Mr. Harrington, during his years as president and chairman of the Donnelley Corporation, was a vital influence on the growth and development of its magazine publishing division, of which this publication is a part, from a nucleus of three business papers to twenty-two highly specialized magazines serving a wide variety of industrial and professional fields.

Mr. Harrington is survived by his widow, Mrs. Blanche Harrington; a son, Edward, and three grandchildren.

JACK BUDOVITCH, 44, owner of Wilson's Laundry and Cleaners Ltd., Fredericton, New Brunswick, Canada, died recently. Mr. Budovitch served a term as president of the Capitals Hockey Club, managed the team, and was the donor of the annual Myer Budovitch Memorial Trophy in memory of his late brother. He is survived by his wife and two daughters.

ANTHONY H. DANIELE, 56, president of Daniele Linen Supply Company, Yonkers, New York, died at his home recently. Surviving are his wife, mother and daughter.

JAMES FENTON HOUCK, president of Sidney (Ohio) Laundry Company, died recently. Mr. Houck had served with the U. S. Navy, having seen service aboard the U. S. Nevada, which was sunk at Pearl Harbor. He was a member of the Elks, Eagles and Veterans of Foreign Wars. Surviving are his wife, daughter and son.

PAUL HUIE, 42, owner of Associated Laundry, Berkeley, California, died recently. Mr. Huie is survived by his wife and daughter.

FRANK SOLOWEIJ, retired operator of Fifth Avenue Hand Laundry, Troy, New York, died in Albany Veterans Hospital recently. A veteran of World War I, Mr. Soloweij operated the laundry for 35 years before his retirement two years ago. Surviving are three daughters.

JOHN J. STINSON, owner of Stinson's Laundry and Dry Cleaners, Chicago, Illinois, died recently after an extended illness. Mr. Stinson was a member of the Professional Laundry Institute of Chicagoland. Surviving are his wife and two sons.

OBITUARIES



DAVID L. HARRINGTON, 66, chairman of the executive and management policy committee of the Reuben H. Donnelley Corporation, publishers of

THE LAUNDRY JOURNAL, *National Cleaner* and *National Rug Cleaner*, died on June 2.

His career from an Iowa farm boy through the ranks of the Donnelley Corporation to president, 1951 to 1957, and chairman of the board and chief executive officer, 1957 to January 1961, was paralleled by his active participation and leadership in numerous business, civic and welfare organizations.

Mr. Harrington was president of the Illinois Chamber of Commerce in 1958-59. In the latter year he became the first president of the Business Mail Foundation. Also in 1959 he served as chairman of the National Cancer Crusade and

convention CALENDAR

Virginia Association of Launderers & Cleaners

Cavalier Hotel, Virginia Beach, Virginia, July 20-22

Georgia Launderers & Cleaners Association

Atlanta Biltmore Hotel, Atlanta, Georgia, August 11-13

New York State Launderers & Cleaners Association, Inc.

Saranac Inn, Saranac Lake, New York, September 21-23

Pennsylvania Laundryowners Association

Chalfonte-Haddon Hall, Atlantic City, New Jersey, September 21-24

Laundry and Cleaners Allied Trades Exhibit

Cleveland Auditorium, Cleveland, Ohio, September 29-October 1

Laundry and Cleaners Allied Trades Association

Stardust Hotel, Las Vegas, Nevada, October 10-15

Professional Laundry Institute of Chicagoland

Terrace Casino, Morrison Hotel, Chicago, Illinois, November 11

classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

Interesting Opportunity for Active, Creative Mind

Need man acquainted with drycleaning/laundry industries for continuous market studies. Must have ability to gather information through both research and field interviews, to detect and follow industry trends, and to write frequent, concise and authoritative reports. NID or AIL graduate preferred, but not necessary. Located in Chicago area. Monthly travel no more than five nights away from home. All travel expenses paid.

Compensation increases with proven ability to assume more area responsibility. Opportunity for advancement with fast growing division of large national firm. We give pre-hiring aptitude and psychological tests.

Please submit full information on experience, training, other qualifications, references, with initial application. Replies held in strict confidence. Our staff knows of this advertisement.

Reply Box 2571, **LAUNDRY JOURNAL**, 466 Lexington Avenue, New York 17, N. Y.

HELP WANTED

Machinery and building maintenance superintendent. Also assistant production superintendent with sufficient initiative and potential to justify becoming top man later. First-class retail laundry drycleaning organization central Connecticut, operating routes, drive-ins and coin-ops. M E degree desirable for engineer's position. State the reasons you think qualify you for one or the other position, and desired salary. **ADDRESS:** Box 2540, **THE LAUNDRY JOURNAL**. -7

Man for laundry superintendent in plant located near San Francisco. Must be able to assume full responsibilities for training, production, purchasing, scheduling. This is a progressive company and right man would have a future. Write giving full particulars. **ADDRESS:** Box 2560, **THE LAUNDRY JOURNAL**. -7

First-class retail laundry and drycleaning organization 35 miles from New York City. This plant doing approximately \$350,000 a year business and growing. Want the following: Working laundry foreman familiar with production and quality. Working drycleaning foreman familiar with same. Both men must know wage incentives and know how to make use of their personnel. The opportunity for a future is good in either of these positions. Write giving the reasons you would qualify for one or the other position and desired salary. **ADDRESS:** Box 2554, **THE LAUNDRY JOURNAL**. -7

WANTED ASSISTANT LAUNDRY SUPERINTENDENT. Prefer man willing to learn under able teacher. Good pay and best working conditions. Apply: **GEORGE S. RIPLEY, DESERT HAND LAUNDRY, PALM SPRINGS, CALIFORNIA.** 2572-7

WANTED: Man as assistant Manager in medium size plant in California. For further information, get in touch with us. **ADDRESS:** Box 2573, **THE LAUNDRY JOURNAL**. -7

SITUATION WANTED

Laundry production engineer, well informed, interested large plant only. Proven ability, aggressive, sincere. **ADDRESS:** Box 2569, **THE LAUNDRY JOURNAL**. -5

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type \$94 a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

ATTENTION MANUFACTURERS REPRESENTATIVES & JOBBERS

Supplement your income and give additional service to your customers by selling subscriptions to **THE NATIONAL CLEANER** and **THE LAUNDRY JOURNAL**.

For details write to:

Circulation Dept., **THE LAUNDRY JOURNAL**,
466 Lexington Avenue, New York 17, New York

LAUNDRIES AND CLEANING PLANTS FOR SALE

Laundry for sale grossing over \$50,000. Excellent equipment, plenty of room for expansion. **ADDRESS:** Box 2543, **THE LAUNDRY JOURNAL**. -2

For sale: Nicely equipped laundry in western Connecticut, grossing \$70,000. All family work. In business 33 years, growing each year. Owner wishes to retire. **ADDRESS:** Box 2533, **THE LAUNDRY JOURNAL**. -2

For sale or lease modern perc plant in Springfield, Illinois. Doing quality work and good business. Family man preferred, must be sober. Reason for selling or leasing—have other business. Contact Mr. Bill McCarty, P. O. Box 602, Springfield, Illinois. 2562-2

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 901-87

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

GENUINE PARTS now available for the Smith-Drum IRONERS, WASHERS AND TUMBLERS. **SMITH-DRUM LAUNDRY PARTS AND MACHINERY COMPANY** HAS BEEN PURCHASED BY **S. SPITZER LAUNDRY MACHINERY SALES CO., INC.**, 56-06 CHURCH AVENUE, BROOKLYN 3, NEW YORK. 2503-37

SUEDE AND LEATHER SERVICE

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

MISCELLANEOUS MERCHANDISE FOR SALE

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 25,000 lots. White 16 lb. bond. Park Printing, Pittsburgh 33, Pa. 2484-45

NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN. HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45

REWEAVING

Big Extra Profits in Invisible Reweaving: Do it yourself—in your own shop, giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts disappear from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10.00 in an hour. All profits! Write for free details. Fabricon, Dept. J 6238 Broadway, Chicago 40, Illinois. 2474-29

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353. 1612-25

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. ADDRESS: Box 2384, THE LAUNDRY JOURNAL. -3

Want to buy a used 8 or 6" roll ironer. Joe Hinkle, Phone 304, American Laundry, Lander, Wyoming. 2507-3

All types of flatwork ironers wanted for export. ADDRESS: Box 2537, THE LAUNDRY JOURNAL. -3

MACHINERY FOR SALE

USED EQUIPMENT: 42 x 54" -84" -96" American unloading washers, 42 x 84" Troy, American and Ellis two-pocket washers, 200 lb. Prosperity open-end washers, 100 lb. Glover washer-extractor, 25 lb. Prosperity open-end washer. **CHICAGO USED AND NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-87764.** 2516-4

AMERICAN all-Monel 48" open-top extractor—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2513-4

For sale: 3 Power Circle 54" garment presses; 1 tank 1 1/2" heads, 3/4" side, approximately 5' diameter, 8' long, Sanitary Laundry, 2118 Rockaway Avenue, Brooklyn, New York. Phone: CL 1-4440. 2555-4

Model A Sager **SPREADERS**, slightly used. Must sell immediately! ADDRESS: Box 2556, THE LAUNDRY JOURNAL. -4

10 Huebsch 42 x 42" open-end **TUMBLERS**, in first-class running condition, **BARGAIN PRICE \$550** each. ADDRESS: Box 2557, THE LAUNDRY JOURNAL. -4

1 Hoffman 54" Notrux **EXTRACTOR**, with 2 sets of containers, in **GOOD RUNNING CONDITION**. Act immediately! ADDRESS: Box 2558, THE LAUNDRY JOURNAL. -4

42 x 84 **AMERICAN CASCADE WASHER**—36 x 36 **AMERICAN CASCADE WASHER**—ALL SIZE **TUMBLER GAS AND STEAM**—15 HP. **COMPRESSOR**—17" AND 30" **EXTRACTORS**—**SCALES**—**MOTORS**—**FANS**—**PROSPERITY TRIPLE HEAD PRESS**—**SPLIT COLLAR AND CUFF PRESS**—**BUTTON MACHINE**—50 GALLON **STARCH COOKER**—**ASHER IRONER**. **BIEL'S MACHINERY CO., 25-27 W. 23 ST., BAYONNE, NEW JERSEY. HEMLOCK 7-3033.** 2553-4

16 x 100" **AMERICAN 41210 RETURN-FEED FLATWORK IRONERS**. **MOTOR-DRIVEN, PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES**. **VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.** 2109-4

WILLIAMS LAUNDRY MACHINERY CO.—All sizes and types of new and used laundry and drycleaning equipment; **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS**, etc. Items available too numerous to mention. Also jobbers for Cook, Milnor, Super, Huebsch, etc. Can satisfy all machinery needs at **BARGAIN PRICES**. We are in a position to furnish parts for all makes and models of equipment available. For further information call STillwell 6-6666 or write **WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York.** 2559-4

4—40" **AMERICAN NOTRUX EXTRACTORS** in **FIRST CLASS OPERATING CONDITION**. **STILL IN OPERATION. EACH WITH TWO SETS OF CONTAINERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, New York.** 2545-4

MACHINERY FOR SALE (Cont'd)

NOW AVAILABLE all parts for **SMITH DRUM Ironers, Washers and Tumblers**. **Spitzer Laundry Machinery Sales Co., Inc., 54-06 Church Avenue, Brooklyn 3, New York.** 2539-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

USED EQUIPMENT: 2—42 x 84" Super unloading washers; 2—50" Ellis No Trux unloading extractors, 1—American 8-roll 120" ironer with spring pad and vacuum, 1—100 lb. Glover washer-extractor combination. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-8-7764.** 2517-4

One—**SUPER** 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois.** 2137-4

STAINLESS STEEL CONTAINERS for 50", 54" & 60" **UNLOADING EXTRACTORS** in **VERY GOOD CONDITION** and **READY FOR IMMEDIATE DELIVERY**. **THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.** 2365-4

120" **AMERICAN 2-LANE TYPE 102 FOLDERS. REBUILT EQUAL TO NEW** in **EVERY RESPECT. IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y.** 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers, stainless-steel, excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2397-4

PROSPERITY 51" & 54" wearing apparel presses, **Power Circle** and **air-driven, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2398-4

36 x 30 **HUEBSCH** gas-fired tumblers, like new. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2399-4

54" **NO-TRUX** extractors with 2 sets of containers, like new. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone BRoadway 4-1594.** 2490-4

42 x 84 **AMERICAN** unloading washer, automatic controls. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone: BRoadway 4-1594.** 2510-4

1—**WESTERN 700,000 BTU** gas-fired water heater—like new, new machine guarantee. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone BRoadway 4-1594.** 2511-4

1-50# **COOK** semi-automatic open-end washer. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone BRoadway 4-1594.** 2493-4

HOFFMAN X Model drycleaning presses, factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2400-4

UNIPRESS two-girl shirt unit, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2392-4

42 x 84" **MONEL METAL WASHERS**; 36 x 36" **MONEL WASHERS**; 25 LB. **OPEN END WASHER**; 17"-30" **EXTRACTORS**; **ALL SIZE HUEBSCH DRYERS GAS-STEAM**; **AJAX CABINET SLEEVE**; **FORSE SLEEVE**; **HUEBSCH HANKY IRONER**; **PROSPERITY YOKE PRESS**; **LEEF PANTS FORM**; **AMERICAN SLIT COLLAR CUFF PRESS**; **PROSPERITY TRIPLE HEAD PRESS**; **AMERICAN TRIPLE HEAD WITH YOKE PRESS FOR BLOUSES**; **CISSELL SOCK FORM**; **UPRIGHT FANS**; **SCALES**; **MOTORS**. **BIEL'S MACHINERY CO., 25-27 W. 23 St., BAYONNE, N. J. HEMLOCK 7-3033.** 2521-4

42 x 54 **TROY** streamline washer. **TALLEY LAUNDRY MACHINERY CO., 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594.** 2533-4

MACHINERY FOR SALE (Cont'd)

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48" 30 x 30", 24 x 36" 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

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AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7", or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

8-roll, 120" TROY streamlined ironer, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina, Phone: BRoadway 4-1594. 2509-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

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UNIPRESS wearing apparel presses—51" and mushroom presses. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2410-4

44 x 84 fully automatic ROBOT washers like new—with supply injection. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2411-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. **CUMMINGS-LANDAU Laundry Machinery Co.**, Brooklyn 6, N. Y. 9318-4

44 x 120 AMERICAN metal washer with automatic control—factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2478-4

30 x 48 TROY streamlined metal washer rebuilt—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2479-4

25# Milnor semi-automatic washer with Milrol—Bargain. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2480-4

PROSPERITY 2-girl shirt unit, Power Circle, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2405-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

6-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

FOLLOWING MACHINES IN OPERATION IN WASHINGTON, D. C. AREA AVAILABLE ABOUT FEBRUARY 15: 2—42 x 96" AMERICAN CHAMPION CASCADE WASHERS, STAINLESS-STEEL GUARDS AND PROSPERITY 100 CONTROLS; 2—42 x 84" AMERICAN NORWOOD CASCADE WASHERS WITH PROSPERITY 100 CONTROLS; 2—50" ELLIS UNLOADING EXTRACTORS WITH 5 SETS OF CONTAINERS, MONORAIL AND HOIST; 20—36 x 30" 4-COIL TUMBLERS WITH DUAL MOTORS. MACHINES IN GOOD MECHANICAL CONDITION. **CUMMINGS-LANDAU**, 305 Ten Eyck, Brooklyn 6, N. Y. 2466-4

AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR PULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS. **CUMMINGS-LANDAU** 305 Ten Eyck, Brooklyn 6, N. Y. 2468-4

CABINET SLEEVES, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL EZD AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2178-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

HOFFMAN, PROSPERITY and AJAX air-driven utility drycleaning presses. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2396-4

AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2394-4

METAL WASHERS all sizes thoroughly rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2393-4

5—TROY 48" open-top extractors at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4

USED EQUIPMENT: 6- and 8-roll 120" American flatwork ironers; 2-roll 120" American return-type ironer; 110" Chicago Dryer gas ironer. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-8-7764. 2515-4

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VIC MODEL 23 SOLVIC CLEANING MACHINE: will sell reasonable \$650. Good condition. Dover-New Phila Drycleaners and Launderers, Box 389, 114 Bank St., Dover, Ohio. 2564-4

2 rolls 100' American flatwork ironers, good condition. Write or call Pride of Judea Children's Home, 1000 Dumont Avenue, Brooklyn, New York. Dickerson 5-1100. 2565-4

Huebsch handkerchief ironer; 4 sets (8 halves) 50" Ellis extractor baskets; 4 sets (8 halves) 60" Ellis extractor baskets; one 72" Purkett cold tumbler, conveyor loader and Pivotal conveyor; one Burroughs electric adding machine; Petro oil burner; Copes boiler feed water B1-2 inch; Bailey air and steam flow boiler meter. Contact Mr. J. Woolley, 265 Cortlandt St., Belleville 9, New Jersey. 2566-4

42 x 96" AMERICAN CASCADE UNLOADING WASHER IN GOOD OPERATING CONDITION. **CUMMINGS-LANDAU**, 305 Ten Eyck Street, Brooklyn 6, New York. 2561-4

5 DYNA WASH, washer-extractors, stainless-steel, 300 lb. capacity, excellent condition, original installation. Must sell, will sacrifice. Owner: The Long Island Waste Co., Inc., 37 Moultrie St., Brooklyn 22, New York. EV 9-6555. 2551-4

2—Thermo-Seal marking machines. Used only six months. Serial No. 521-31287 and H 501-31148. \$900 each F.O.B. Denver. Lantz Laundry & Drycleaning, 17 Broadway, Denver, Colorado. 2550-4

1 Pantex sleeve press model No. L-1235-P-EQ single. ADDRESS: BOX 2567, THE LAUNDRY JOURNAL. -4

1 Pantex combination collar and cuff press No. L-1446-P-LDSP-2. ADDRESS: Box 2568, THE LAUNDRY JOURNAL. -4

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... IN THE wash

Intrigued by "Woman"

To the Editor:

We are very interested in the "Iron Woman" handled on pages 38 and 39 of the LAUNDRY JOURNAL's May issue . . . would you be so kind as to inform us of the company's address?

P. M. F. VAN BEURDEN
Wasserij Willems
Rotterdam, Netherlands

We have read with great interest the article on the sheet-feeder which appeared on page 38 of your magazine, from which we noted that your editor on the West Coast was invited to watch the sheet-feeder in operation at the Model Linen Supply Company plant in Arcadia, California.

We would appreciate it very much if you could let us have the address of the Community Construction & Engineering Company which has been formed by a group of linen supply executives in Los Angeles . . .

SEVIMAT
Paris, France

Paper Blankets Burn

To the Editor:

Just a word of caution to those who may be interested in the paper blankets mentioned in your article, "Paper Blankets Show Merit in Swedish Hospital Test," of the May 1961 issue. We have a sample of this blanket and find it extremely combustible and will burn.

PETER V. PANO
Assistant Research Director
Linen Supply Association of America
Chicago, Ill.

Dry Air Cools

Engineering Editor:

I read your article, "Evaporative Cooling Reviewed," in the April issue of THE LAUNDRY JOURNAL with very much interest. You did an excellent job on this. My only criticism is that not enough emphasis was placed upon the fact that the air coming from an evaporative cooler is heavily laden with moisture that even though low in temperature can be very uncomfortable to a worker when it is blown directly on the worker. Comfort relies

Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems.

Address letters to:

The Editor
The Laundry Journal
466 Lexington Avenue
New York 17, N. Y.

primarily on moisture evaporation from the body. If the air which is to cool a worker is heavily laden with moisture, it cannot create a cooling effect.

I recall many years ago a cooling problem in the steel mills where it was found that dry air, even though at very high temperatures, was effective in cooling the worker.

I, for one, have not pushed evaporative cooling in the linen supply industry because I sincerely feel that the comfort of the worker can be as easily accomplished by the inducement of outside, dry air. The added cooling by evaporators I do not think would be sufficient to warrant the expense unless, of course, further cooling is done by refrigeration or a cooling tower, as you suggested.

PETER V. PANO
Linen Supply Association of America
Chicago, Ill.

Checking Systems

To the Editor:

Do you have any accumulated facts on the advantages or disadvantages of counting soiled linens either at ward level or in hospital laundry? Also, do you have any information on exchange method which also would entail counting at source or laundry?

Our hospital is indulging in a ward unit system where items are sent to the laundry, washed in lots, and returned to the same ward. We would like to have comments in regard to operational procedures which others have had occasion to write or comment about. If any magazine articles have been published recently regarding this problem of linen handling, we would like a copy or would like to be advised of the magazine in which it

has been published. Any information you can provide would be much appreciated.

JOHN F. ALEXICK
Assistant Administrative
Service Director
Lynchburg Training School
and Hospital
Colony, Virginia

Ideas Invited

To the Editor:

We would like to know how other diaper services are handling the problem of "to charge or not to charge" for temporarily suspended diaper service.

Until recently it was only occasionally that, for one reason or another, a customer would want to suspend service for a week or two, which didn't create much of a problem. Now, however, it has increased to a point where we must set up a definite ruling on the matter, and the question arises as to whether to recall the diapers and not charge during suspension, or to allow them to remain with the customer, charging a reduced rate, or just what to do about it.

We would appreciate hearing if other companies are having the same problem and how they are handling the situation.

WM. W. GORMAN, President
W. W. Gorman, Inc.
Ocean City, N. J.

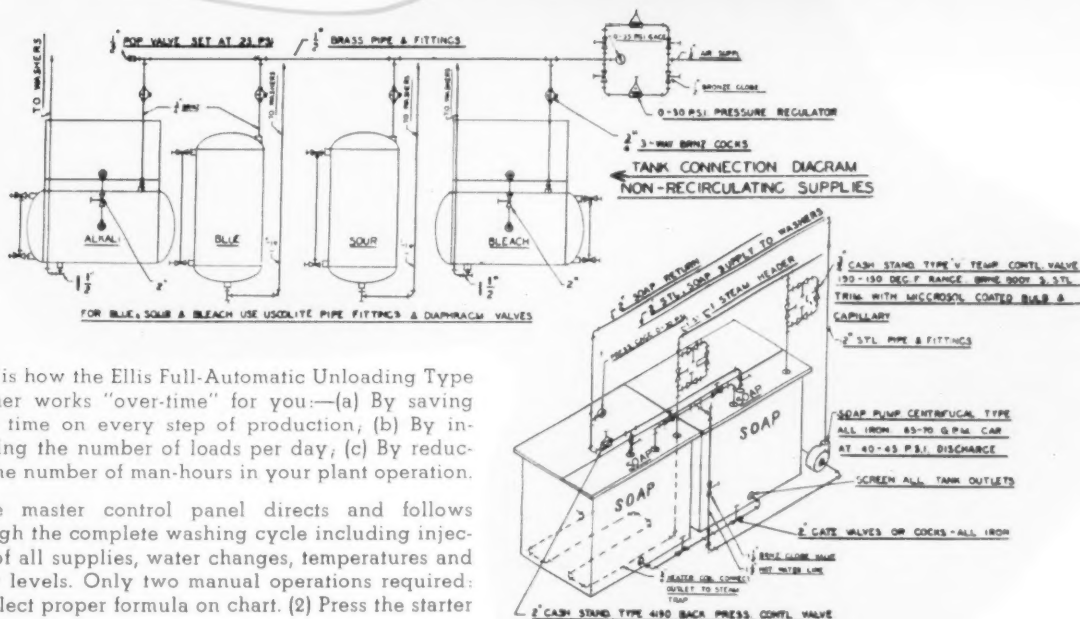
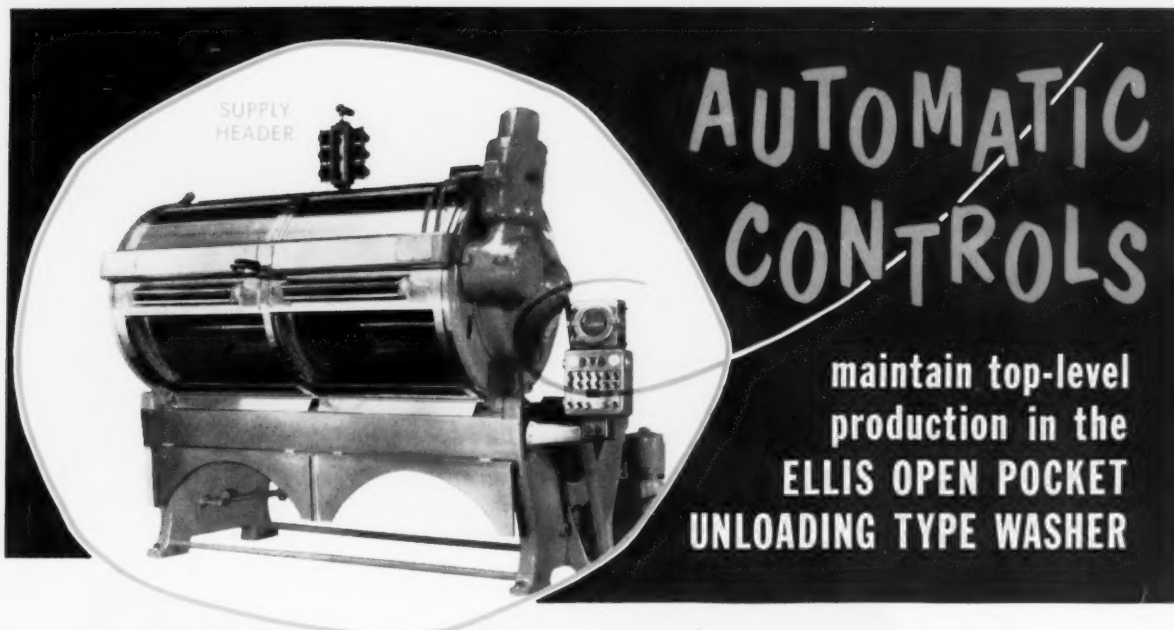
We Stand Corrected

To the Editor:

I trust that you had an enjoyable time down in Florida and that you will be reporting the activities of NAILM for the next year.

My reason for writing is to point out a mistake that you made in reporting the new Central Laundry for Brooklyn. On page 73 of the June issue of LAUNDRY JOURNAL you stated that the plant will handle 8,500 pounds of laundry each day. The figure should have been 8,500 tons per year. In fact, we will be able to handle 8,500 pounds per hour.

ROBERT J. DOBSON
Director of Laundries
Department of Hospitals
The City of New York



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The master control panel directs and follows through the complete washing cycle including injection of all supplies, water changes, temperatures and water levels. Only two manual operations required: (1) Select proper formula on chart. (2) Press the starter button.

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